



'26 Sponsorship Package

Big Rigs, Big Hearts, Big Results

ABOUT THE TRUCK RIDE

Each year, hundreds of trucks parade a long Ontario's busiest highway in support of Special Olympics and you can bet that people take notice! The positive attention generated by the Truck Ride is considerable and gets both the general public and the media talking. Being apart of this event positions your organization as a part of an industry that cares, gives back and is active within the community!

The Special Olympics Ontario Truck Ride began 22 years ago in Paris and has been going strong ever since! Our 22nd Truck Ride will take place at the Burford Fairgrounds in Burford Ontario, on August 29th, 2026.





"There is something magical that happens when drivers connect with athletes. We've never figured out why they connect immediately, and in such a genuine way, but they do; and it's infectious. At the end of the event each year, drivers and volunteers leave exhausted. But before they leave, they always smile and say: "see you next year". I Ride because there is so much love to be felt and shared."

- Heather Blackwell, Truck Ride Board of Directors

"Why should others get involved with the Truck Ride? It is a great event to support the transportation industry supporting Special Olympics. It is always heartwarming to see the end result of the total donations and the amount of fun everyone has in getting to that result."

- Paul Knill, J&R Hall Transport Inc.

PARTNERSHIP WITH THE LAW ENFORCEMENT TORCH RUN & SUPPORT FOR SPECIAL OLYMPICS

Over the past 50+ years, Special Olympics has grown from a modest program serving local athletes to becoming the world's largest movement dedicated to promoting respect, acceptance, inclusion, and human dignity for people with intellectual disabilities (ID) through sports. Special Olympics Ontario has optimized the benefits of a healthy and active lifestyle through sport to improve the well-being of individuals with an ID.

The Law Enforcement Torch Run (LETR) is the largest grass-roots fundraiser and public awareness vehicle with over 90,000 participating Law Enforcement officers across 55 nations. The LETR is proud to partner with Truck Ride to help raise funds and awareness of the abilities, potential and worth of individuals with an intellectual disability.

The trucking industry, Truck Ride and the LETR, has helped make it possible for Special Olympics to reach more communities and more people with an ID across Ontario.





Sponsorship Benefits

Sponsoring the Truck Ride means supporting Special Olympics programs in your community!

Sponsoring the world's Largest Truck Ride will link your organization not only to one of Canada's (and the world's) most recognizable causes, but will tie your company to an event that has experienced exponential growth in attendance and media awareness since its inception in 2005, right here in Ontario.

More than 5,000 trucks – from big rigs to dump trucks – have traversed over 1,600 km during this Guinness Book of World Records, record-breaking event. The World's Largest Truck Ride attracts media attention and feature articles from local newspapers, local and province wide Law Enforcement publications, and popular trucking enthusiasts, publications, including Truck News, Truck & Trailer and The Lead Pedal Podcast.

Sponsorship Benefits

Activation

As a Truck Ride partner, you can proudly associate your business with Special Olympics and the LETR. Elevate your company's profile in the community by partnering with the Truck Ride and showing your involvement in helping to make your community better.

Marketing

We utilize social media to link your business to Truck Ride, government and law enforcement partners to elevate the Trucking Industry and shine a positive light on truckers, showcasing the impact made when the industry comes together for a great cause.



SPONSORSHIP LEVELS

Visit truckride.ca to become a sponsor	BRONZE \$500	SILVER \$1,000	GOLD \$2,000	Platinum \$3,000	Diamond \$5,000+
Logo on digital and print materials	✓	✓	✓	✓	✓
Use of "Official Proud Supporter" on all company materials	✓	✓	✓	✓	✓
Use of Special Olympics logo in company materials	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Event program acknowledgement	✓	✓	✓	✓	✓
Logo on Truck Ride commemorative t-shirts		✓	✓	✓	✓
Truck Ride sponsor bag		1	3	5	7
Truck registrations		1	3	5	7
Invitation to exclusive sponsors' lunch with drivers			✓	✓	✓
Opportunity to address the group during sponsors' lunch				✓	✓
Exclusive title sponsor and logo on all collateral materials					✓
Use of "Official Presenting Sponsor" on all company materials					✓



My name is Brad A. I drive for Pride Group Logistics. My wife and I came to the Truck Ride and participated for our first time. We both had a wonderful time meeting so many wonderful people and {Special Olympics} athletes. My athlete's name was Amy, from Simcoe. Fantastic girl!

Audrey and I just wanted to thank you and all the volunteers. My wife was overwhelmed with how smooth the weekend went. We had no clue when we left home on Friday night what to expect. We were more than 100% impressed with how organized ever thing was. I was so overwhelmed with meeting Amy that I actually had tears rolling down my cheek.

Thank you and to Special Olympics for a wonderful time and experience. And for sure we will see you next year! I'm going to bring a couple of drivers along as well. I have had a few drivers at work ask me how things went. My answer to them is it's too overwhelming to tell you about it, ya just gotta be there for the experience. So they are interested already.

Thank you very much for the wonderful weekend!

-Your friends Brad & Audrey

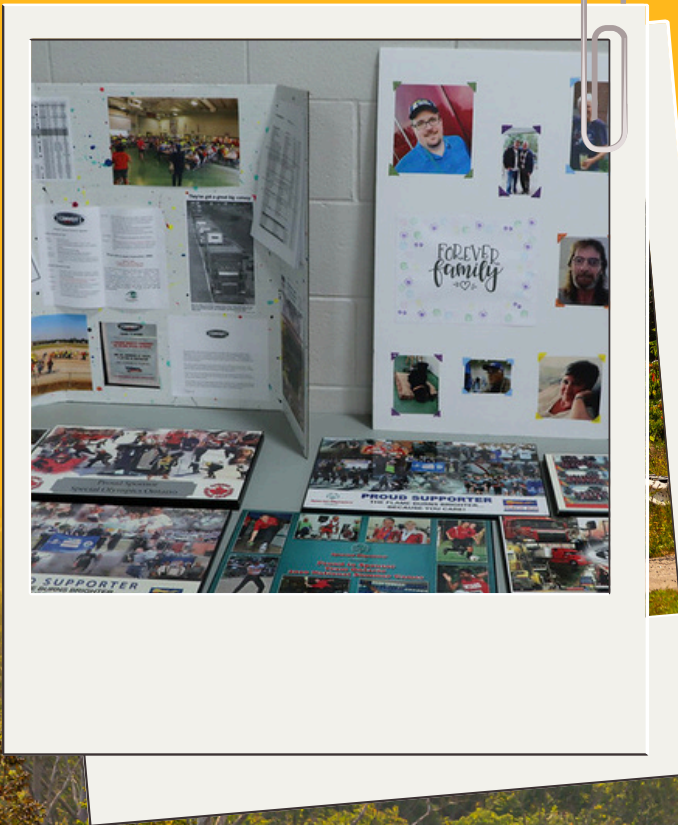


#ThankATrucker

Becoming a Truck Ride Sponsor is now easier than ever!

Sponsors can now make their sponsorship payment online! Visit truckride.ca/register and click on the SPONSOR button. From here, you will be able to select your sponsorship level and complete your payment online

Alternatively, sponsors may contact Tammy Blackwell at tblackwell@kwtoronto.com to make sponsorship payments.



Thank you to our 2025 sponsors!

Diamond Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Media Sponsor





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 truckride.ca

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