



&



presents:

Be Like Bruce



Triathlon

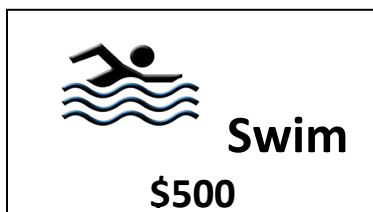
Bike Doctor Detours is proud to present the 5th annual **#BeLikeBruce Triathlon**. In honor and loving memory of our friend and fellow athlete, *Bruce Gordon*. Bruce was a long-standing member of the triathlon community, avid competitor, coach, and race director. Along with his family, he provided support and encouragement to people to become part of active lifestyle communities.

The **#BeLikeBruce Triathlon** is meant to be friendly to beginners, but also provide a competitive environment for experienced athletes. The race is being run through the nonprofit cycling club, **Bike Doctor Detours**, and will proceed as a fundraiser for **Pancreatic Cancer** research. Bruce lost his battle with pancreatic cancer in September 2017. *The Gordon family* has created the **#BeLikeBruce** platform to advocate, take action, and create awareness of the illness that took Bruce's life and changed theirs forever.

We are currently accepting corporate and individual sponsorship for the event. We can offer our sponsors advertising on our social media pages, signage at the event, and information in our swag bags for each athlete. We can also provide a donation receipt upon request. The triathlon expects to see 300 individuals participating in the event. Along with volunteers and spectators, this event will see well over 500 people in attendance.

Sponsorship of the event will help increase the donation we can make to the University of Saskatchewan College of Medicine Pancreatic Cancer Research Center in memory of Bruce Gordon.

We are pleased to offer a variety of sponsorship levels:



For more sponsorship information, please contact the Race and Sponsorship

Director: *Lacey Schroeder* at tlkhschroeder@sasktel.net or call 306-380-7707

Chris Gordon at cbjgordon@shaw.ca or call 306-280-5294

Sponsorships can be mailed to 2333 York Ave, Saskatoon SK S7J 1J2

Payable to: **Bike Doctor Detours** Memo: **BeLikeBruce Triathlon**