

BIKE TO WORK DAY

Wednesday, June 25, 2014

SPONSORSHIP OPPORTUNITIES

Bike to Work Day is an annual Denver area event that encourages people who normally drive alone to work to ride their bicycles instead. It is hoped that trying bicycle commuting in a fun and supportive atmosphere spurs participants into choosing that option on a regular basis. A clean and healthy way to get to work, taking part in the **Denver region's Bike to Work Day** also helps generate momentum for safe and bike-friendly streets.

In **2013**, more than **27,000** people took part in **Bike to Work Day**. There is no cost to participants. Registration opens on **May 1, 2014** at www.biketowork2014.org.

BIG WHEEL - \$10,000

- Logo on Bike to Work Day event t-shirts
- Inclusion in all paid and in-kind advertising (radio, television, print, online, outdoor)
- Inclusion in all public relations efforts
- Social media recognition
- Booth space at Civic Center Park (or similar) breakfast station
- Ability to distribute product and/or promotional items to all breakfast stations (sponsor to handle distribution)
- Logo and link on six email blasts to registrants
- Logo and link on Bike to Work Day website
- Thank you in bi-monthly Way to Go email newsletter

MAINFRAME - \$5,000

- Logo on Bike to Work Day event t-shirts
- Inclusion in all public relations efforts
- Social media recognition
- Booth space at Civic Center Park (or similar) breakfast station
- Ability to distribute product and/or promotional items to all breakfast stations (sponsor to handle distribution)
- Logo and link on three email blasts to registrants
- Logo and link on Bike to Work Day website
- Thank you in bi-monthly Way to Go email newsletter

HANDLEBAR - \$2,500

- Inclusion in all public relations efforts
- Social media recognition
- Logo and link on two email blasts to registrants
- Logo and link on event website
- Thank you in bi-monthly Way to Go email newsletter

SPOKE - \$1,500

- Inclusion in all public relations efforts
- Social media recognition
- Logo and link on one email blast to registrants
- Logo and link on event website
- Thank you in bi-monthly Way to Go email newsletter

FOR MORE INFORMATION

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waytogo

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DENVER REGIONAL COUNCIL OF GOVERNMENTS
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