



# BIKE TO WORK DAY

WEDNESDAY, JUNE 25, 2014



## Sponsorship Opportunities

[waytogo.org/biketowork](http://waytogo.org/biketowork)

**waytogo**  
A program of DRCOG



*During my commute I have seen bald eagles, deer, coyotes, beavers, snakes, pelicans, owls and many other amazing things. Sunrises, sunsets, snow-capped mountains and wildflowers have all greeted me on my daily commutes.*

## Join Bike to Work Day

### An event worthy of your sponsorship

Would you like to partner with one of the Denver region's healthiest and most inspiring community events? Better yet, how about supporting an event that focuses on being outdoors, improving the air we breathe, and taking advantage of our state's great weather and natural beauty?

The Denver Regional Council of Governments (DRCOG) and its Way to Go program — in conjunction with our outreach partner organizations, community groups, and cities and counties throughout the metro area — are gearing up for Bike to Work Day 2014. We would like you to be a part of it!

The Denver region Bike to Work Day, the second-largest event of its kind in the United States, is an annual 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 biking on a regular basis. As a clean and healthy way to get to work, taking part in the Denver metro area's Bike to Work Day also helps generate momentum for safe and bike-friendly streets.

Last year's Bike to Work Day was a huge success, with more than 27,000 commuters participating. Nearly 900 companies competed in the Business Challenge.

With a Bike to Work Day sponsorship, your company will be associated with this highly successful event and can be positioned as a community-minded business working to help enhance health, reduce traffic congestion, and improve the environment while reaching a large and geographically diverse audience.

There are four levels of sponsorship available. A sponsorship can be cash, in-kind or a combination of the two. You can also donate a prize and receive recognition or host a breakfast, bike home or water station to promote your business.

## Reach our participants with your sponsorship

### Who participates in Bike to Work Day?

- 85 percent of our participants have received either a four-year college or graduate degree.
- More than two-thirds of our participants (69 percent) have annual household incomes of at least \$50,000: 39 percent reported a household income of \$100,000 or more, and an additional 30 percent reported a household income between \$50,000 and \$100,000.
- 27 percent of our participants are 18-34; 27 percent are 35-44; 28 percent are 45-54; 15 percent are 55-64; and 3 percent are 65 and older.
- 60 percent of our participants are male; 40 percent are female.
- 100 percent are employed and 83 percent reported their position is professional or managerial.
- 78 percent indicated they had participated in Bike to Work Day the previous year.
- 33 percent indicated they had participated in Bike to Work Day for five years or more, including the current year.
- The average participant biked 9.3 miles, one way.



*During an average round-trip commute on Bike to Work Day 2013, a cyclist burned about 580 calories.*



*A 9.3-mile bike commute  
saves 15.4 pounds of CO2  
over driving solo.*

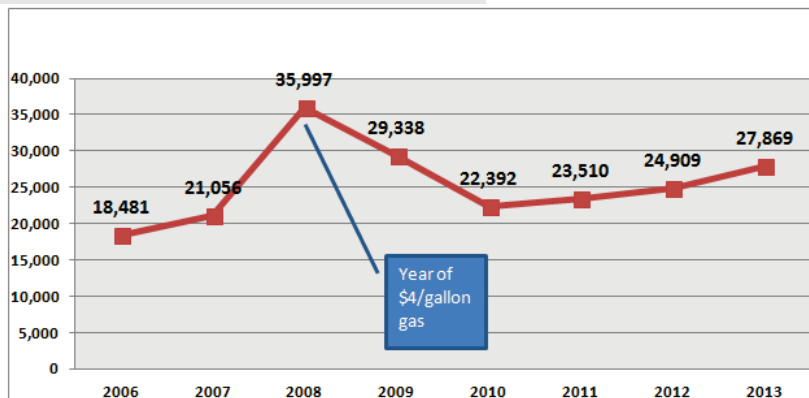
## About Bike to Work Day

Bike to Work Day represents a grassroots effort to educate commuters about the benefits of using two wheels to get to work. The League of American Bicyclists has been promoting National Bike Month and Bike to Work Day since 1956. Throughout most of the country, these events take place in May, but because of our unpredictable weather, the state legislature officially declared June as Colorado Bike Month, with the fourth Wednesday of the month recognized as Bike to Work Day.

### Fun facts

- Participants biked a total of 518,363 miles on Bike to Work Day 2013.
- About 56 percent of participants would have driven to work alone if they had not biked on Bike to Work Day. That translates to 290,283 vehicle miles saved by these participants.
- At the rate of roughly 62.4 calories per mile, participants burned about 32.3 million calories on Bike to Work Day 2013.
- Most participants (62 percent) bicycle to work because it's healthy.

As employment in the Denver region continues to grow and returns to pre-recession levels, Bike to Work participation is expected to grow and reach new highs.



- In a follow-up survey of participants in 2013, 19 percent said Bike to Work Day motivated them to commute to work more often by bicycle, and an additional 34 percent were motivated to bike more often for all types of trips, not just work. Bicycling to work among participants increased from an average of 8.2 days per month before Bike to Work Day to 9 days per month after Bike to Work Day.

## Sponsorship opportunities

### 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 all six email blasts to registrants
- Logo and link on Bike to Work Day website homepage and sponsor page
- Thank you in 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 homepage and sponsor page
- Thank you in 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 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 Way to Go email newsletter

**Note:** We can also customize a sponsorship to meet your company's specific needs.





## A true community event

### What's in it for sponsors, station organizers and prize donors?

Quotes from Bike to Work Day sponsors, station organizers, local municipalities and other organizations

*"It's a fantastic way to gain exposure for our business while giving back to the community and supporting green efforts as well as promoting health and fitness all at the same time!"*

*"I think it's important to participate in community events that promote sustainability. I also feel that it is good marketing for my company. Our goals were to connect with new, like-minded people and for them to have fun at our breakfast station."*

*"Bike to Work Day is a great deal of fun and a good way to connect with the community."*

*"A great way to promote your products and business by being part of a socially responsible activity."*

*"We felt it was a great way to share our appreciation of cyclists and have it line up with our company's core values."*

*"We are actively building a bike culture in our city. Our Bike to Work Day stations promote interest in cycling and get folks, who would otherwise not be interested, more interested in multi-modal transportation."*

## Quotes from Bike to Work Day sponsors, station organizers, local municipalities and other organizations

*“At the Colorado Department of Agriculture we look for interesting ways to connect people with information about agriculture. We find that cyclists tend to be more mindful of the food they eat and where that food comes from. Many like to support the local movement and are eager to try Colorado produce and other food products. Bike to Work Day is really a natural fit for us.”*

*“We hosted a station to not only draw attention to the services we provide in our county – services related to parks, trails, open space and sustainability – but to also support those taking part in Bike to Work Day. The event ties in closely with our goals of reducing greenhouse gas emissions and the more we can do to support getting people out of their cars and leading active and healthy lifestyles, the better.”*

*“We are a fitness-oriented business and we are always eager to help promote healthy living. We also thought it would be a great way to get our name out to people and potential new clients in the area.”*

*“We have a long history of supporting the cycling community. It is crucial that we do all that is needed to support people choosing to integrate cycling into their daily routine, and to offer support to those just starting out. This also makes sense for us because Denver is a wonderful cycling city and we need to further reinforce that by continuing with our efforts.”*





## A true community event

### What's in it for participants?

- Some want to raise overall awareness for bicycle commuting
- Some desire to commute more often by bicycle and this event provides them the chance to try it in a safe and enjoyable setting (with a lot of encouragement from others)
- Some just do it for fun
- Most said it's a healthy activity and a great way to get exercise

### Quotes from Bike to Work Day participants

*"After my first time riding, I enjoyed Bike to Work Day and wanted more of it. The next summer, I biked more miles than I drove. I lost my job that year and realized that my cycling habit saved me \$7,000 to \$8,000 per year, not including the obvious health benefits. My wife and I only need one car now. Finally, something that I did out of habit actually helped pay the bills!"*

*"I met my future wife on Bike to Work Day in 2003 at a breakfast station on the South Platte River Trail. Biking has been a central theme in our lives since then. We ride together every Bike to Work Day to celebrate. We even used the Bike to Work Day poster from the year we met as our wedding sign-in card; it's framed in our house now. So, this day means a lot of us!"*

*"Thanks for having Bike to Work Day! Today was my first day ever to ride my bike to work and it was a blast. I took a longer route to stay on a bike trail more (and on the streets less) and it still only took 15 minutes longer than driving."*

*"I ride to work with a group of people several times a week all year round. I really enjoy the ride along the river and it makes for a wonderful way to start the day. I love saving the wear and tear on my truck and being out of the traffic. No road rage on the trail – just you and the birds, foxes, coyotes and other wildlife. And I get a good workout!"*





## Quotes from Bike to Work Day participants

*"I'm 64 and just got started riding a couple months ago with a neighbor. Then I recently began riding to work regularly. The 10-mile bicycle commute to work used to be out of the question and now I enjoy it."*

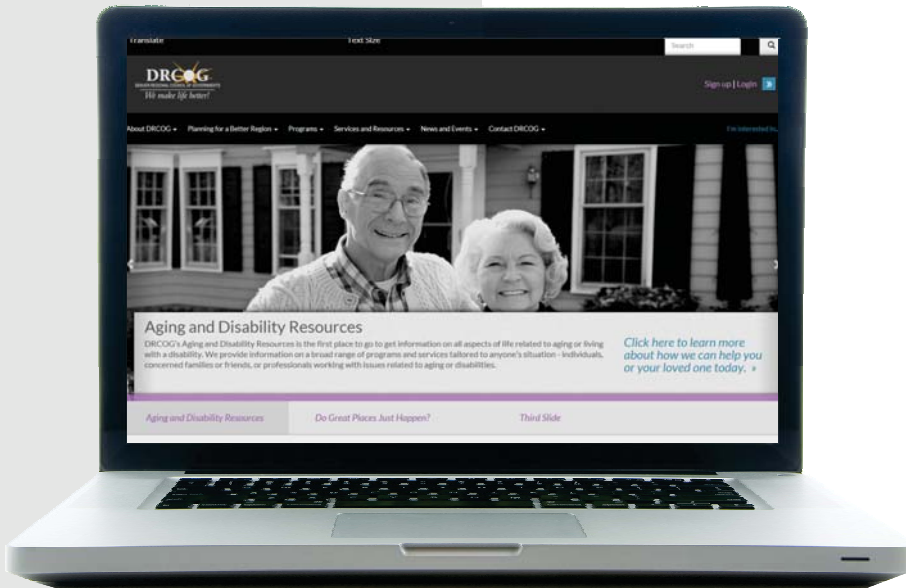
*"My favorite part of the ride to work is crossing I-25 at the South Franklin Street bridge. Traffic is stopped or slowly moving in both directions and I'm about to ride through beautiful Wash Park and Cherry Creek!"*

*"Started riding about three weeks ago. Love it. I feel like I'm 10 years old and riding to school. Thanks for your support."*



## About DRCOG

The Denver Regional Council of Governments is a nonprofit collaborative association governed by a Board of Directors representing county and municipal governments. Board members work together to make life better in the Denver region for people of all ages, incomes and abilities. Through Metro Vision, the plan to manage growth over the next 25 years, the region's local governments work cooperatively to address development, land use, transportation, environmental quality and older adult issues.



## About Way to Go

Way to Go is a regional partnership between DRCOG and a dedicated group of Transportation Management Associations (TMAs) working together to reduce traffic congestion, improve air quality and make life better for the region's residents. Formerly known as RideArrangers, Way to Go has been promoting better commuting options for employers and individuals for more than 30 years.



## An excellent marketing value Thank you for your consideration

With a sponsorship, you can take advantage of this highly valuable marketing tool, and:

- Be associated with a longstanding community event that attracts more than 20,000 participants each year.
- Connect with individuals and companies who take part in this premium active lifestyle event that encourages healthy living while reducing single-occupant-vehicle (SOV) travel behavior among daily commuters.
- Increase brand awareness and foster greater brand loyalty.

There are many more ways surrounding Bike to Work Day for you to create positive PR opportunities for your company and raise awareness of your organization. We recognize you receive and review many sponsorship proposals. We appreciate your time and consideration of this opportunity. If you have any questions or require more information, or would like a more formal presentation, please let us know.

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**BIKE TO WORK DAY**

**YAY!  
BIKES!**

**Bike to Work Day 2014  
June 25**

**[waytogo.org/biketowork](http://waytogo.org/biketowork)**