

9th Annual NC BikeWalk Virtual* Summit

November 5-6, 2020



Sponsorship Overview

*(planning assistance from Durham, NC)

About BikeWalk NC & THE SUMMIT

ABOUT THE SUMMIT:

Our statewide BikeWalk summit brings together hundreds of stakeholders interested in advancing walking and bicycling in North Carolina. Sessions are designed to provide information and foster collaboration. We'll hear from national and statewide speakers on how to make transportation inclusive, so it works for everyone. We discuss topics such as Complete Streets, Health & Equity, Vision Zero, and Economic Benefits and Return on Investment in building communities that are safe and easy to walk and bicycle. This year, we will also be looking at how transportation has changed/will change as a result of this year's pandemic. The decision to hold this year's Summit online offers a chance to reach more people around the state.) To stay updated, visit <https://www.bikewalknc.org/nc-bikewalk-summit/>

ABOUT BIKEWALK NC (BWNC):

BWNC is the statewide advocacy organization for bicyclists and pedestrians. We work through education, advocacy and promotion to make it safer and more accessible to walk and bike for transportation, recreation, and health. Walkable, bicycle-friendly communities are more equitable and economically vibrant. Our stakeholders help identify issues and provide input to solutions as we work with elected officials, government agencies and other nonprofit organizations to increase access to and safety of our sidewalks, cross walks, greenways, trails, bike lanes, bike accommodations, and other active transportation infrastructure. We are a member-based, 501(c)-3 nonprofit organization.

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BikeWalk NC

Executive Director, Terry Lansdell

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Deana Acklin	Ted Silver
Debra Franklin	Carol Stein
Mary-Jo Gellenbeck	Marie Sugar
Ann Groninger	Nicole Van Baelen
Heidi Perov Perry	Kenneth Withrow
Ritchie Rozelle	

BWNC Board & Summit Committee

NC BikeWalk Summit Committee

Deana Acklin	Dale McKeel
Ellen Beckman	Heidi Perov Perry
Dave Connelly	Anne Phillips
Tom Devlin	Ed Rizzuto
Emily Egge	Ritchie Rozelle
Adrian Fletcher	Sarah Sanford
Mary-Jo Gelleneck	Carol Stein
Shuchi Gupta	John Tallmadge
Steven Hardy-Braz	Bryan Taylor
Terry Lansdell	Leslie Tracey
Mark Maximov	Kenneth Withrow



WHY SPONSOR?

Sponsoring is a way to show your support for active transportation and safe roads for all users. It is also a visible way of showing that you or your company are interested in the health, vitality, and equitable and economic benefits that designing a road system conducive to bicycling and walking and integrated mobility can bring your community and our state.

The NC BikeWalk Summit has attendees from many fields including, but not limited to, bicycle and pedestrian advocates, transportation planners and engineers, real estate developers, elected officials, health practitioners, environmentalists, and economic developers. By becoming a sponsor, you will be able to share information about your organization and introduce your work and your services to new audiences through networking, social media posts, and sponsorship advertising. Demonstrate your organization's commitment to advancing healthy, prosperous, and sustainable communities through multimodal transportation.

Since March of this year, we have seen an explosion in the number of people rediscovering the bicycle, many of them families. For months, daily commutes have change to telecommutes. We know that this is the time to make a case for cleaner, more sustainable transportation and safer roads for all users. We want to make others aware of the benefits of active transportation and how it connects to public transportation.

BikeWalk NC would love to have your support as we explore and expand these opportunities.

SPONSORSHIP LEVELS*

	Title Sponsor	Keynote Sponsor	Touring Level	Racing Level	Mountain Level	Cruiser Level
Cost	\$10,000	\$3,500	\$2,500	\$1,000	\$500	\$200
Summit Tickets	10	5	4	3	2	1
Guaranteed role in every session	YES					
Premiere logo placement on pre-session slides	YES					
Promo opportunity- Speak or present a (self-prepared) video at the start of a session	YES: 1 minute video	YES 30 second video	YES 15 second video			
Pre-event blog highlighting your Company's work in area of mutual interest	YES	YES				
Recognition of sponsorship in Conference Program	Full Page	Full Page	Two-thirds Page	Half Page	Third Page	Quarter Page
Company Profile in Conference Program	Full Page	Half Page				
Logo or name on Website	Top Tier	Top Tier	Top Tier	Mid Tier	Base Tier	Base Tier (name only)
Recognition preceding each session	Top Tier	Top Tier	Top Tier	Mid Tier	Base Tier	Base Tier
Social Media Announcement	✓	✓	✓	✓		

*Is there another way that you would like to partner with the 2020 BikeWalk Summit? Let us know and let's get creative with a package for you!

Questions? Contact Heidi Perry heidiperov@gmail.com

READY TO SPONSOR?

Terrific! Please choose your sponsorship level and fill out the form on the next page.

SPONSOR FORM

Two ways to complete your sponsorship:

1. Mail the form by 9/12/2020, with your payment, to:
Treasurer, BikeWalk NC, P.O. Box 531 Cary, NC 27512
Make checks payable to BikeWalk NC

or

2. Fill out the form and make your payment online at <https://bikewalknc.wildapricot.org/event-3834348>

Organization Name: _____

Organization Address: _____

Contact Name & Title: _____

Email: _____

Phone: _____

Please check sponsorship level:

Title ___ Keynote ___ Touring ___ Racing ___ Mountain ___ Cruiser ___

Monetary Sponsor/Donation Amount \$ _____

In-Kind Sponsor/Donation, e.g., reception host, technology equipment use (if applicable)

_____ Value: _____

Authorized Donor: _____ Date: ____/____/____

All Donations are tax deductible

