

November 4-6, 2021  
W. G. Pearson Center, Durham, NC

# 10th Annual NC BikeWalk Summit

*Moving Forward, Safely Connected*

in Durham, NC with online sessions, too!



**SPONSORSHIP PACKAGE**

# About BikeWalk NC & THE SUMMIT

## ABOUT THE SUMMIT:

Our statewide BikeWalk summit brings together hundreds of stakeholders interested in advancing safe roads in North Carolina. Sessions are designed to provide information and foster collaboration. We'll hear from national, statewide, and local leaders on how to make transportation safer and more equitable for all users, and especially those who travel using non-car modes of transportation.

We are planning to have two workshops in person, and to have our main program available as a hybrid with in-person and virtual options available. Some of our topics for the Summit will include:

- Longterm effects of building highways through neighborhoods
- How to build a Traffic Garden to educate young bicyclists
- Increasing bicycle education in PE classrooms
- Vision Zero communities in NC working to make their roads safer
- National updates on Transportation and Safety initiatives
- What the new infrastructure bill could mean for North Carolina
- How to build a better bus system, and more.

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.

## BikeWalk NC

---

**Executive Director**, Terry Lansdell

### Board Members

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

## BWNC Board & Summit Committee

### NC BikeWalk Summit Committee

|                    |                   |
|--------------------|-------------------|
| Deana Acklin       | Heidi Perov Perry |
| Dave Connelly      | Anne Phillips     |
| Mary-Jo Gellenbeck | Ritchie Rozelle   |
| Shuchi Gupta       | Sarah Sanford     |
| Steven Hardy-Braz  | Carol Stein       |
| Terry Lansdell     | John Tallmadge    |
| Dale McKeel        | 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 your organization is 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. It is an opportunity to demonstrate your organization's commitment to advancing healthy, prosperous, and sustainable communities through multimodal transportation.

This year, we have continued to witness an increase in the number of people rediscovering walking and bicycling, many of them families. For many, the conversion from daily commutes to telecommutes has meant more time for walking and biking. Much of this has been done for recreation, but with encouragement and with safer infrastructure, this can easily transition into new modes of transportation being explored. This is definitely 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 can connect to public transportation for a more seamless travel experience.

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



# SPONSORSHIP LEVELS\*

|   | <b>Title Sponsor</b>      | <b>Keynote Sponsor</b>    | <b>Touring Level</b>   | <b>Racing Level</b> | <b>Mountain Level</b> | <b>Cruiser Level</b>  |
|---|---------------------------|---------------------------|------------------------|---------------------|-----------------------|-----------------------|
| <b>Cost</b>   | <b>\$10,000</b>           | <b>\$3,500</b>            | <b>\$2,500</b>         | <b>\$1,000</b>      | <b>\$500</b>          | <b>\$200</b>          |
| Summit Tickets  | 10                        | 5                         | 4                      | 3                   | 2                     | 1                     |
| Guaranteed role in every session  | YES                       |                           |                        |                     |                       |                       |
| Premiere logo placement on pre-session slides   | YES/ full slide           | YES                       | YES                    |                     |                       |                       |
| Promo opportunity- Speak or present a (self-prepared) video at the start of a session | YES:<br>1 minute video    | YES<br>30 second video    | YES<br>15 second video |                     |                       |                       |
| Pre-event blog highlighting your Company's work in area of mutual interest            | YES (provided by sponsor) | YES (provided by sponsor) |                        |                     |                       |                       |
| 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 (self-prepared) | Half Page (self-prepared) |                        |                     |                       |                       |
| 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 Terry Lansdell at [director@bikewalknc.org](mailto:director@bikewalknc.org), or Heidi Perry at [heidiperov@gmail.com](mailto: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.** Fill out the form and make your payment online at  
<https://bikewalknc.wildapricot.org/event-4441492>

or

**2.** Mail the form below by 9/12/2021, with your payment, to:  
**Treasurer, BikeWalk NC, P.O. Box 531 Cary, NC 27512**

Make checks payable to BikeWalk NC



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