



Bike to Work 2024

Bicycle and Pedestrian Advisory Group

November 15, 2023



Bike to Work Week 2024 Tentative Schedule

- **Event Date:**
 - Bike to Work Week: Monday, May 13 – Sunday, May 19
- **Other Dates:**
 - Sponsorship deadline: Friday, February 2
 - Local events and Bike to Work Day Celebrations/Pit Stops Finalized: Monday, March 4
 - Registration opens: Monday, April 1
 - Bike to Work Day: Friday, May 17



Sponsorships

- **Bike to Work is 100% funded by sponsorships**
- **Sponsorship packet is being finalized**
- **Suggestions for other benefits?**

GOLD

\$ 5,000

- ▶ Premier logo placement on Bike to Work T-shirt
- ▶ Premier logo placement on Bike to Work poster
- ▶ Opportunity to distribute product/promo items to participants (2,000)
- ▶ News interview shout-out
- ▶ Plus all Silver and Bronze benefits

SILVER

\$2,500

- ▶ Prominent logo placement on Bike to Work T-shirt
- ▶ Prominent logo placement on Bike to Work poster
- ▶ Feature write up in active transportation newsletter
- ▶ Plus Bronze benefits

BRONZE

\$1,000

- ▶ Standard logo placement on Bike to Work T-shirt
- ▶ Standard logo on Bike to Work poster
- ▶ Opportunity to distribute product/promo items to all participants (2,000)
- ▶ Social media call-outs through BMC communications
- ▶ Sponsorship acknowledgement on BMC news releases and active transportation newsletters



For More Information

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