



Bicycles Are the Future of Transportation . . .
 the number of bike commuters in many
 cities around world will double by 2022. ”

DELOITTE: Technology, Media, and Telecommunications Predictions 2020




**BECOME A
 SPONSOR**

**SUPPORT CYCLING EVENTS IN
 CENTRAL MARYLAND**

Year-Round Events and Challenges

With the massive increase in cycling during the pandemic, we'll be helping people across the region ride for fun, errands, commuting, or any other reason that gets them there on two wheels. In fact, we're celebrating for months at a time! May will feature the *Love to Ride Bike Month Challenge* and *Bike to Work Week*, then *Cycle September's* encouragement programs and prize drawings recruit new cyclists and rewards continuing riders!



Demonstrate your commitment to community and employees and help reduce traffic congestion, enhance health, and improve the environment. **Best of all, you'll reach thousands of people in the region through a positive program.**

Regional sponsors are featured throughout the seven-jurisdiction Baltimore region, covering Anne Arundel, Baltimore, Carroll, Harford, Howard, and Queen Anne's Counties, and Baltimore City.

Year Round Events



Love to Ride
 International Monthly
 Cycling Encouragement



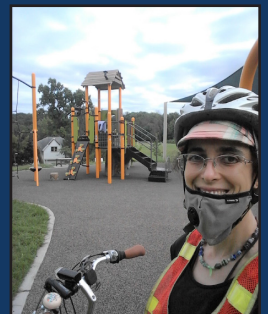
Cycle September
 Month-Long Challenge
 & Sweepstakes



**Monthly Local
 Challenges/ Prizes**
 Plus International Challenges



**Bike to Work Week/
 Bike Month**
 May Commute Challenge



With More to Come
 Challenges & outreach
 added as restrictions ease

Help Promote Cycling in Central Maryland.

Regional sponsors are featured in the seven-jurisdiction Baltimore region, covering Anne Arundel, Baltimore, Carroll, Harford, Howard, and Queen Anne’s Counties, and Baltimore City.

Sponsor one month, or twelve!














We’re rolling out a full year of bike activities including the Baltimore Region *Bike to Work Week*, *Love to Ride National Bike Challenges*, *Cycling Scavenger Hunts* and more! As a sponsor, you’ll reach thousands of local participants along with a regional audience through our Love to Ride and Bike to Work marketing.

For sponsorship inquiries contact:
Nicole Hebert at
nhebert@baltometro.org

Rolling through the pandemic.

Sponsorship offers the opportunity for your organization to be seen as a community-minded, employee-centric business working to help reduce traffic congestion, enhance health, and improve the environment. And best of all, you’ll reach thousands of people in the region through a positive program.

To become a sponsor, complete sponsor registration form [here](#).

Pick your participation level!		Titanium \$5,000	Platinum \$2,500	Gold \$2,000	Silver \$1,000	Non-Profit \$500
Titanium, Platinum, Gold and Silver Levels must provide a minimum of 50% cash						
	Referral contest prize donor	Donation value receives equivalent sponsorship benefits.				
	Title sponsor of Love to Ride Central MD: logo on home page for 12 months					
	Premier logo placement on May Bike Month and Love to Ride Central MD posters and challenge newsletters					
	Opportunity to distribute literature/coupons at all Bike to Work Week pick-up locations					
	Sponsorship acknowledgement of two months of Love to Ride Central MD prizes including newsletters and continuous dynamic announcements					
	Continuous dynamic announcement during May Bike Month Challenge on Love to Ride Central MD platform					
	Continuous dynamic announcement during Cycle September Global Challenge on Love to Ride Central MD platform					
	Logo on signage at pre-event promotions (limited to local events during COVID restrictions)					
	Sponsorship acknowledgement of one month of Love to Ride Central MD prizes including continuous dynamic announcement					
	Standard logo on Bike to Work event T-shirts					
	Opportunity to distribute product/promo items to all Bike to Work participants (up to 2,000)					
	Social media call-outs through BMC communications and partner organizations					
	Standard logo on Bike to Work event signage and marketing materials					

Three dynamic programs supporting cyclists in the Baltimore region.

LOVE TO RIDE: Year-Round Encouragement Program featuring both global and local participant challenges 

 **BIKE MONTH:** (May)

 **Cycle September**

 **Monthly & Local Challenges**

BIKE TO WORK WEEK: Baltimore-based commute-focused event to be held May 17-23, 2021

