



BIKE TO WORK DAY WINNIPEG 2011

Friday, June 24th

**SPONSORSHIP
PACKAGE**



Be a Part of Bike to Work Day Winnipeg 2011!

Thanks to our sponsors Bike to Work Day 2010 was a success. An estimated 2,000 people cycled to work on event day last year with over 1,800 cyclists registering at event locations and on-line. Thousands more saw the Bike to Work Day banners at key event locations. Our sponsors' participation allowed us to give away 400 free t-shirts, 350 pancake breakfasts, hundreds of prizes, snacks and refreshments. The pre-launch announcements and the event itself received extensive media coverage on major TV networks (CBC, CityTV, CTV) and generated stories in both major daily newspapers.





Help make 2011 a bigger success!

Bike to Work Day 2011 happens because of you, our generous sponsors. We have been working hard to provide even more value for our like-minded sponsors and to reach out to more Winnipeggers in our fourth year. This year we expect more participants and increased name recognition by building on past years' success. This year's event will feature new as well as previous sponsorship opportunities at various donation levels:

Secure your sponsorship before May 25th, 2011.





Details for 2011 Sponsorship

Downtown Bus Stops

- Opportunity to have your logo on 6 bus shelters downtown for the month of June

Bike Pit Stops

- Fifteen locations spread around the city will welcome riders in the morning and the stations will offer, among other things: snacks, beverages, prizes, and free t-shirts.
- Opportunity to have your logo at all Bike Pitt Stop locations.

T-Shirts

- Opportunity to have your logo on the back of 400 Bike to Work Day t-shirts.

Banners

- Your logo on large event banners at all event locations (The Forks, Bike Pit Stops locations spread around the city.)

Posters

- Your logo on Bike to Work Day posters distributed pre-event around the city.

Website

- Your logo on the Bike To Work Day website.
- Website: www.BikeToWorkDayWinnipeg.org

Maps

- Digital media: Your logo on event map distributed to registered participants and committee networks on Saturday June 18th, 2010.
- Newspaper: Your logo on event map printed in the Winnipeg Free Press on Saturday June 18th, 2010.



Sponsorship Levels

Cash or In-Kind Donation

Host (\$20,000)

- Bus stop signs (must commit before May 25 to be included on sign)
- Your logo at all Bike Pit Stop locations around the city
- T-shirts
- Logo on digital map
- Logo on Free Press map
- Website logo link
- Posters
- Banners

BBQ Naming Rights (\$7,500)

- Breakfast naming rights
- Bus stop signs (must commit before May 25 to be included on sign)
- Your logo at all Bike Pit Stop locations around the city
- T-shirts
- Logo on digital map
- Logo on Free Press map
- Website logo link
- Posters
- Banners

Bike Pit Stops (\$2,500)

- Bus Stops (must commit before May 25 to be included on sign)
- T-shirts
- Logo on digital map (on your Bike Pit Stop location)
- Logo on Free Press map (on your Bike Pit Stop location)
- Website logo link
- Posters
- Banners

Commuter Bike (\$1,000)

- Posters (M logo)
- Website logo link
- Banners (M logo)



Road Bike (\$500)

- Posters (S logo)
- Website logo link

Unicycle <\$500

- Website logo link



Sponsorship Contact

Bike to Work Day Winnipeg

www.BikeToWorkDayWinnipeg.org

Friday June 24th 2011

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