



# SPONSORSHIP OPPORTUNITIES

## BECOME A SPONSOR!

### 2010 Bike Walk Week Twin Cities

Bike Walk Week 2010 kicks off on June 5<sup>th</sup> this year and includes a fun-filled week of activity across the Twin Cities. Bike Walk Week is a collaboration of non-profit organizations, cities, state agencies, and businesses in the Twin Cities and around Minnesota. The alternative transportation movement is making headlines nationwide. Now is your chance to get involved! By signing on as a sponsor, you will be helping to promote better health, environmental awareness, and an overall appreciation of our community—and gaining visibility with your core audience.

Last year, more than 5,000 people participated in Bike Walk Week, and we anticipate even more in 2010. This year, we are gearing up for an exciting week, including the Great Commuter Race on Monday (a celebrity challenge between a bike-rider, bus-rider, and driver) and Bike Walk to Work Day on Thursday. Individuals participate in Bike Walk Week by signing up to walk or ride, joining a workplace or worship team, or riding with a convoy along one of the great bike routes through the cities. Also new in 2010, plans are taking shape to carry the energy of Bike Walk Week year-round, with seasonal bike-walk events.

**“Be a part of the biggest celebration of biking & walking both sides of the Mississippi!”**

### New in 2010 Year Round Sponsorship

★New this year, we are offering our platinum level sponsors recognition at bike walk events throughout the entire year!

### DID YOU KNOW?

- ★40% of the trips taken by car in the Twin Cities are 2 miles or shorter
- ★It is often *faster* to bike when your commute is less than 5 miles
- ★Minnesota is ranked #2 nationally as a bike-friendly state
- ★Many studies show that active employees are more productive throughout their day
- ★A survey by [bikesbelong.com](http://bikesbelong.com) showed 82% of bicycle commuters believe their health has improved since they started bicycle commuting

**BIKE WALK TO WORK DAY  
IS THURSDAY, JUNE 10<sup>th</sup>**

**Donations can be  
cash or in kind.**



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## BECOME A SPONSOR!

### Platinum (\$1000+)

- ★ Gold level plus...
- ★ Logo on promotional materials
- ★ Newsletter and listserv mentions
- ★ Year round sponsorship recognition – NEW!

### Gold (\$500 - \$999)

- ★ Silver level plus...
- ★ Table at both downtown celebrations
- ★ Logo on t-shirt (early deadline 5/1/10)

### Silver (\$250 - \$499)

- ★ Bronze level plus...
- ★ Table at Minneapolis or St. Paul downtown celebration

### Bronze (up to \$249)

- ★ Logo on bikewalkweek.org
- ★ Logo on event day printed materials

### BECOME A SPONSOR ONLINE AT:

[www.bikewalkweek.org/sponsor.html](http://www.bikewalkweek.org/sponsor.html)

or contact Amber Collett at  
651-767-0298 x116

Donations are tax deductible to the extent provided by law.

### 2009 SPONSORS:

#### Platinum Sponsors

Altered Esthetics  
BikeMS  
City of Lakes Loppet  
Dero  
HOURCAR  
Metro Transit  
One on One Bike Studio  
Whole Foods  
YWCA of Minneapolis

#### Gold Sponsors

Amerprise Financial  
Banjo Brothers  
Calhoun Cycle  
City of Lakes Nordic Ski  
Hennepin County  
Hoigaard's  
Maple Grove Cycling  
& Fitness  
Penn Cycle  
REI  
Starbucks Foundation  
Steps to a Healthier  
Minnesota  
Travelers

#### Silver Sponsors

Breadsmith  
Bicycle Theory  
Golden's Deli  
Grease Pit  
Now Bike & Fitness

#### Bronze Sponsors

Behind Bars Bike Shop  
Betty Basket Liners  
Boehms Cycle  
Capital Deals  
Carlson Cycles  
Common Good Books  
Edina Bike & Sport  
Erik's Bike Shop  
Express Bikes  
Freewheel Cycle  
GasFreeCommute.com  
Grand Performance  
Gear West Bike &  
Triathlon  
Hennepin County Cool  
County Initiative  
Hiawatha Cyclery  
The Hub Bike Co-op  
Seward Co-op  
Pizza Luce  
TCBC  
Twin Cities Bike Club  
Twin Six  
Varsity Bike & Transit  
YMCA

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