



July 5, 2012

Greetings!

Bike Walk Connecticut would like to invite you to participate as a sponsor of the **2012 Discover Hartford Bicycle Tour**, a non-competitive event that welcomes cyclists of all abilities to explore our capital city's diverse neighborhoods, architectural and cultural gems, and parks by bicycle. The tour is hosted by Bike Walk Connecticut, a statewide membership organization whose goal is to promote bikeable, walkable communities, which help create a healthier and cleaner Connecticut.

The **2012 Discover Hartford Bicycle Tour** will take place on **Saturday, September 29, 2012** and will kick off the final day of **Hartford's EnvisionFest**, a city-wide festival that celebrates Hartford's diversity, ingenuity, culture and institutions. The goal for this year's tour is to register 2,000 cyclists and introduce newcomers to the idea that cycling can be a healthy, pleasant, inexpensive and practical means of getting around.

Enclosed is information about the sponsorship opportunities that are available. So that we may provide proper recognition for the contribution provided by your organization, please respond on or before August 15, 2012.

Please feel free to contact me or Bike Walk Connecticut's Executive Director, Kelly Kennedy, at kelly.kennedy@bikewalkct.org or 860.904.2420, for further information. We look forward to your participation.

Sincerely,

MaryEllen Thibodeau, President
Bike Walk Connecticut

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Bike Walk Connecticut

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2012 Discover Hartford Bicycle Tour

Bicycle Tour of Hartford Neighborhoods, Parks & Architecture

Saturday, September 29, 2012, 8:45 am

Kicking off final day of EnvisionFest 2012

Attracts over 1200 riders at all levels

10-, 25- and 40-mile options

*Promoting bikeable, walkable communities for
a healthier, cleaner Connecticut*

Sponsorship Opportunities

SPONSOR BENEFITS	Present- ing Sponsor \$10,000	Gold Level Sponsor \$5,000	Silver Level Sponsor \$2500	Bronze Sponsor \$1000
▪ Sponsor recognition from stage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Company name and logo on event website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Company name and logo on brochures and promotional materials*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Company name and logo on tshirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Company name and logo on event banners	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
▪ Complementary registration for employees	100	50	25	10
▪ Company name and logo on Hartford street banner at Bushnell Park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
▪ Company representative will announce start of tour from bandstand	<input checked="" type="checkbox"/>			

* Please confirm your sponsorship by August 15, 2012 for your company's name and logo to be included in printed materials

For more information please contact Kelly Kennedy, Executive Director, at kelly.kennedy@bikewalkct.org or 860.904.2420.

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