



**2013 Discover
Hartford
Bicycle Tour
Sponsorship Kit**





What is Bike Walk Connecticut?

Bike Walk Connecticut is a nonprofit 501(C)(3), member-supported organization whose goal is to make cycling and walking safe, feasible and attractive for a healthier, cleaner Connecticut.

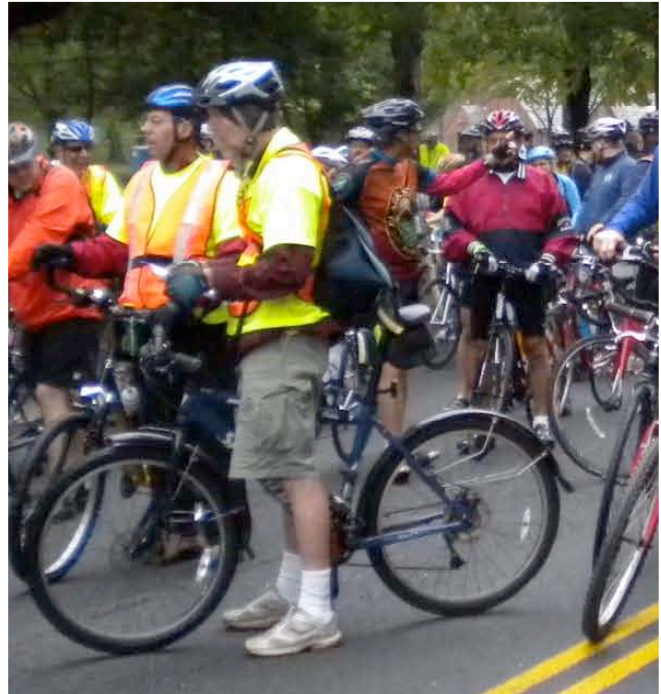
Bike Walk Connecticut is the only organization working statewide to make Connecticut bike- and pedestrian-friendly.

We work locally to increase grassroots efforts to make communities better places to bike and walk; at the state legislature to advance laws that protect the rights of cyclists and walkers, and at the DOT to make sure that policies and engineering practices that will improve conditions for cyclists are implemented.

What is the 2013 Discover Hartford Bicycle Tour?

The Discover Hartford Bicycle Tour is a non-competitive event that is open to cyclists of all ages and abilities. The event gives riders an opportunity to explore the capitol city's diverse neighborhoods, architectural, historical and cultural gems, as well as parks by bicycle. Cyclists can participate in a 10-, 25- or 40-mile ride.
























This is the 6th year Bike Walk Connecticut will be putting on the tour. It will take place on Saturday, September 21, 2013 in conjunction with Hartford's EnvisionFest, a city-wide festival that celebrates Hartford's diversity, ingenuity, culture and institutions.



How many individuals will you reach by sponsoring the 2013 Discover Hartford Bicycle Tour?

Approximately 1,000 individuals will take part in the Discover Hartford Bicycle Tour and 10,000 plus individuals will attend the Hartford EnvisionFest. We will also promote the event with print advertising, billboards, posters, mailers and banners reaching thousands of individuals. Additionally, our mailing list of 3,500 will receive all of our promotional materials for the event. With the variety of sponsorships we have available, you will be able to reach a great number of potential clients and consumers from the Greater Hartford area.

2013 Discover Hartford Bicycle Tour Sponsorship Opportunities

Sponsor Benefits	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Sponsor recognition from event stage				
Company name and logo on event web site				
Company logo on promotional brochures, posters and print ads				
Company name and logo on event banners				
Complementary registration for employees	100	50	25	10
Company name and logo on event t-shirts				
Company logo on banner in Bushnell Park in Hartford				
Company representative will announce tour start from bandstand				
Sponsorship Fee	\$10,000	\$5,000	\$2,500	\$1,000

For more information, contact Bike Walk Connecticut's Executive Director, Kelly Kennedy at: Kelly.Kennedy@bikewalkct.org or 860.904.2420.

Sponsorships need to be confirmed and paid for by August 15 in order to be included in printed promotional materials.

2013 Discover Hartford Bicycle Tour Sponsorship Form

Company Name:	
Sponsorship Contact Name:	
Sponsorship Type:	
Company Address:	
Contact Phone:	
Contact e-mail:	
Payment type: <input type="checkbox"/> Check or <input type="checkbox"/> Credit Card	
Credit Card Number:	Name on Card:
Expiration Date:	Security Code:
Card Billing Address:	

Sponsorship Forms should be sent to Bike Walk Connecticut's Executive Director,
Kelly Kennedy via e-mail at Kelly.Kennedy@bikewalkct.org or by mail to:
P.O. Box 270149, West Hartford, CT 06127-0149