

April 10, 2015

Thank you for your interest in becoming a sponsor or in-kind donor for Bike Walk Connecticut's **2015 Discover Connecticut Bicycle Tour Series**.



Since 2000, Bike Walk Connecticut has been working with Connecticut's cities and towns to promote the visibility, safety and feasibility of bicycling and walking as viable transportation options.

To encourage more people to ride their bikes and to share the best of our state's business, history and culture, we are starting a series of Discover CT rides in 2015. The rides, which are modeled on our very successful Discover Hartford Bicycle Tour, will showcase West Hartford in June and New Britain in September. These communities are two of only six in the state that are officially recognized by the League of American Bicyclists as Bicycle Friendly Communities. We expect 500 cyclists at each event.

We invite sponsors and in-kind donors to support our efforts for the following **key reasons**:

- **Bikes mean business.** Smart communities and businesses are making investments to be bike friendly to attract and retain customers and employees. In addition to CT's six Bicycle Friendly Communities, REI, Pratt & Whitney and CT DEEP have recently joined the list of CT Bicycle Friendly Businesses. There is ample evidence that young adults and families want to live and work in places that support bicycling and walking.
- **You get recognition.** Your business will receive meaningful publicity as part of each event, within each town and through social media. Our email distribution list alone has more than 5000 names.
- **Bicycling is good for your health.** Bicycling fosters healthy active lifestyles which reduce health care costs for not only the participants, but also for the businesses that employ them.

Ride proceeds will be used to fund our 2015 work to make Connecticut a better place to bike and walk, including:

- Educating the public about Connecticut's [Complete Streets Law](#);
- Promoting a [Share the Road](#) campaign;
- Teaching bicycle education to adults and children;
- Promoting the national [Bike to Work](#) campaign.

In addition, a portion of the proceeds from each ride will benefit local programs and organizations, including youth programs in New Britain and Bike West Hartford a not-for-profit that focuses on developing bicycle infrastructure and education within West Hartford and surrounding communities.

For questions, please contact Christine Skelly, Discover Connecticut Tour committee chair, at DiscoverCT@bikewalkct.org or 860.977.1404. Thank you in advance for your support and your donation.



Discover Connecticut Bicycle Tour Series

2015 Sponsorship Opportunities

Bike Walk Connecticut, Inc., a 501(c)(3) organization, is launching a series of one-day bicycle rides and a multiday ride across Connecticut to "discover" different Connecticut communities. In 2015, Bike Walk Connecticut will host one-day rides in West Hartford (June) and New Britain (September). For more information, please contact Discover Connecticut Bicycle Tour chair Christine Skelly at DiscoverCT@bikewalkct.org or 860.977.1404.

<i>Sponsor Benefits</i>	<i>Title Sponsor</i>	<i>Leadership Sponsor</i>	<i>Gold Sponsor</i>	<i>Silver Sponsor</i>	<i>Bronze Sponsor</i>	<i>Friend Sponsor</i>
Exclusive sponsorship opportunity for Tour Series	★					
Speaking opportunity at 2015 Discover CT events	★					
Company name on Tour Series banner	★	★				
Company name on primary Tour give-away in order of sponsorship level	★	★	★	★	★	
Opportunity to host a specific bike route rest stop	★	★	★	★	★	
Complimentary registration for sponsor employee or family member	15	10	5	2	1	
Opportunity to display your company's product or service	★	★	★	★	★	
Company name on Bike Walk CT website and promotional material in order of sponsorship level	★	★	★	★	★	★
Company name on route maps	★	★	★	★	★	★
<i>Sponsorship Fee</i>	<i>\$ 10,000</i>	<i>\$ 5,000</i>	<i>\$ 2,500</i>	<i>\$ 1,000</i>	<i>\$ 500</i>	<i>\$ 100</i>



Discover Connecticut Bicycle Tour Series 2015 Sponsorship Agreement

Thank you for your interest in sponsoring the Discover Connecticut Bicycle Tour series, a series of one-day bicycle rides and a multiday ride across Connecticut to "discover" different Connecticut communities. In 2015, Bike Walk Connecticut will host one-day rides in West Hartford (June) and New Britain (September).

- **If paying by check**, please complete this agreement and mail it with your check to Bike Walk Connecticut, PO Box 270149, West Hartford, CT 06127.
- **If paying by credit card**, please complete this agreement and email it to DiscoverCT@bikewalkct.org.
- Additionally, please email a **high resolution version of your company's logo** to DiscoverCT@bikewalkct.org so we can include it in our promotional materials.

Company Name:			
Sponsorship Level:	<input type="checkbox"/> Title Sponsor \$10,000	<input type="checkbox"/> Leadership \$5000	<input type="checkbox"/> Gold \$2500
	<input type="checkbox"/> Silver \$1000	<input type="checkbox"/> Bronze \$500	<input type="checkbox"/> Friend \$100
Company Address:			
Sponsorship Contact:			
Contact Phone:			
Contact email:			
Payment type:	<input type="checkbox"/> Check	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
	<input type="checkbox"/> Discover	<input type="checkbox"/> American Express	
Credit Card Number:			
Name on Card:			
Expiration Date:			
Security Code:			
Card Billing Address with Zip Code:			

Questions? Please contact Discover Connecticut Bicycle Tour chair Christine Skelly at DiscoverCT@bikewalkct.org or 860.977.1404.