

Dear 'business contact name'

Hi, my name is Susan Smith. In 2015, Bike Walk Connecticut hosted two Discover Connecticut bicycle tours. The chair for those tours was Bike Walk Connecticut's board director Chris Skelly and the sponsorship drive was headed largely by Rick Thibodeau. You may have had an opportunity to work with one or both of these kind and energetic individuals. In 2016, I am both the chair for the Discover Connecticut rides and I lead the sponsorship drive. I am striving to build upon Chris and Rick's work for the Bike Walk Connecticut organization, the local ride community, and our generous, supportive sponsors.

In 2015, our tours were a resounding success. Our rider feedback was overwhelmingly positive and >80% participants indicated that they are very likely to register for a future Discover Connecticut tour. In 2016, we anticipate increased participation at these events, and we plan to deliver with gusto!

On behalf of Bike Walk Connecticut, I hope to make your acquaintance soon about garnering your sponsorship for this year's Discover Connecticut tours, one in Glastonbury on Sunday August 21, 2016 and the other in New Britain on September 25, 2016.

Sponsor benefits include various platforms of advertising your business, such as the BWCT website, social media, and email blasts to our 6400+ email addresses. Your business name or logo will be displayed on Discover CT tee shirts, posters, banners and you will have opportunities for further business visibility at the events; plus we offer complimentary bicycle tour registration dependent on sponsorship level. See attachment for details.

Warmly,  
Susan Smith  
Bike Walk Connecticut  
Board of Directors & Discover CT Chair  
ph 860.836.5904



With your financial help in 2015, Bike Walk Connecticut successfully pursued state-wide projects which support their mission to make bicycling and walking safer, more feasible, and more attractive for a healthier, cleaner Connecticut through advocacy and education.

<http://www.bikewalkct.org/past-advocacy-work.html>

Attachment: 'DCT sponsor benefits file here'