

JOIN the MOVEMENT!

BIKE TO WORK DAY

Friday, May 17, 2019 Join us for our 22nd year.

SPONSORSHIP FORM

YES, we want to be part of the movement! Please include my company/organization as a 2019 Bike to Work Day sponsor (mark one):

Titanium - \$5,000

Platinum - \$3,000

Gold - \$2,000

Silver (cash only) - \$1,000

Nonprofit (cash only) - \$500

If providing in-kind donation, please describe: _____

Company Name (as you would like it to appear publicly): _____

Contact Name and Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Website: _____ Facebook: _____

Twitter: _____ Instagram: _____

Billing Address : (if different than above) _____

Sponsor a local pit stop – Bike to Work Day culminates at more than 45 gatherings throughout the Baltimore region. These events, called “pit stops,” offer T-Shirts, food, beverages, and chances to win raffle prizes for participants. In-kind donations will be accepted by the local pit stops through April to help feed and hydrate the masses. Other donations, which are well-suited to the participating bicyclists, are also welcome. If your company/organization becomes a local pit stop sponsor, send us your logo and we'll place it on the pit stop webpage. If you're interested in sponsoring at the local pit stop level, please contact the individual pit stop manager(s) in your area found on the pit stop pages.

I agree to contribute \$_____ (amount in cash and in-kind) to the Baltimore Metropolitan Council and, in return, will be recognized as a sponsor for 2019 Bike to Work Day Central Maryland, with benefits listed on the sponsorship menu on the reverse side.

Signature: _____ Date: _____

Bike to Work Day Central Maryland is a project of  **BALTIMORE METROPOLITAN COUNCIL**

Return sponsorship confirmation form to:
Bike to Work Day Central Maryland, Baltimore Metropolitan Council, 1500 Whetstone Way, Suite 300, Balto. MD 21230
or email to Russ Ulrich at rulrich@baltometro.org Questions? Call (410)732-9575

Art Requirements • To ensure legibility on all materials, please adhere to the specifications listed on the back of this form.

Pick your participation level!

Bike to Work Day is funded in part by generous corporations and organizations. Donations to Bike to Work Day are tax deductible. Cash donations given at the regional level supplement the procurement of marketing materials for the event, including advertising and the purchase of thousands of T-shirts for participants.



| Logos for printed materials must be submitted by 1/31/2019 | TITANIUM \$5,000 | PLATINUM \$3,000 | GOLD \$2,000 | SILVER \$1000 | NONPROFIT \$500 + |
|---|---|---------------------|-----------------|------------------|----------------------|
| Platinum, Gold and Silver Levels must provide a minimum of 50% cash | | | | | |
| Referral contest prize donor (Deadline 2/25/2019) | Donation retail value receives equivalent sponsorship benefits. | | | | |
| Premier logo on premium giveaway for all participants | ⚙️ | | | | |
| Opportunity to table at all locations | ⚙️ | | | | |
| Mention in public relations releases & appearances | ⚙️ | ⚙️ | | | |
| Press release opportunity | ⚙️ | ⚙️ | | | |
| Company tagged in all radio advertising (rotating) | ⚙️ | ⚙️ | | | |
| Logo to appear in local or print ads (rotating) | ⚙️ | ⚙️ | | | |
| Logo on signage at pre-event promotions | ⚙️ | ⚙️ | ⚙️ | | |
| Distribute product/promo item to pit stops (up to 2,000) | ⚙️ | ⚙️ | ⚙️ | | |
| Logo on additional premium advertising | ⚙️ | ⚙️ | ⚙️ | | |
| Social media call-outs | ⚙️ | ⚙️ | ⚙️ | ⚙️ | |
| Logo on event signage | ⚙️ | ⚙️ | ⚙️ | ⚙️ | |
| T-shirts & marketing materials | ⚙️ | ⚙️ | ⚙️ | ⚙️ | |
| Logo on posters & rack cards | ⚙️ | ⚙️ | ⚙️ | ⚙️ | ⚙️ |
| Logo and link on multiple websites | ⚙️ | ⚙️ | ⚙️ | ⚙️ | ⚙️ |
| Host a local pit stop | To be included on registration site. | | | | |

ART REQUIREMENTS

Logo submissions must meet the following guidelines to ensure legibility:

- **File type** should be vector format (Adobe Illustrator .ai, .eps or .pdf)
- If only a .JPG or .PNG file is available, it must be at least **300 dpi** and be no smaller than **1024x1024 pixels**.
- Your logo/icon and business name only – no tag lines, slogans, advertising, or other verbiage is permitted on the logo.
- **2018 Sponsors:** Organizations that sponsored the 2018 Bike to Work Day event do not need to re-submit their logo unless the logo has changed.
- **Email logo** and organization website link to Sara Ann O'Leary at saoleary@balto metro.org

For more information regarding specifications, please contact: Sara Ann O'Leary at saoleary@balto metro.org • (410) 737-0500 x 1005

@bike2workcentmd 

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@BaltoMetroCo 