2021 SPONSORSHIP INVITATION

April 1 - April 30, 2021

BIKEEASY.ORG
**WHAT IS THE BIKE EASY APRIL CHALLENGE?**

- **A fun, free challenge** to help get more people on bikes in Greater New Orleans!
- **A Covid-safe opportunity** to experience the physical and mental health benefits of biking while connecting with community by sharing rides and stories online.
- **A competition that encourages** people to ride anywhere, anytime throughout April to earn points and climb leaderboards in the Love to Ride website.
- **A great way to highlight local businesses** through incentives and prizes given to Bike Easy April Challenge participants.
- **A workplace culture-building activity** that promotes healthy living and exercise through friendly competition with other workplaces in the region.

**OUR MISSION**

*Bike Easy* makes bicycling easy, safe, and fun for everyone in Greater New Orleans.

**SPONSORSHIP VALUE**

*Bike Easy*, our partners, and our sponsors believe in the power of bicycling to help create a healthy, prosperous, resilient, and equitable future for all people in the region. By sponsoring Bike Easy, you help share the joy of bicycling while making it an easy choice for everyone.

**By sponsoring Bike Easy**, you build brand visibility and awareness in the rapidly growing community of diverse and engaged people who ride bikes. People who ride bikes spend more in local stores, are more likely to stop someplace new, and visit more frequently.

**BY THE NUMBERS**

- **Over 1,000** Individuals participated in 2020
- **109,474** Miles ridden in 2020
- **8,300+** Trips in 2020
- **100+** Worplaces participated in 2020
- **25+** Groups participated in 2020
- **100+** New riders participated in 2020
- **12,000+** lbs CO2 saved in 2020

*Specific benefits vary by sponsorship type and level. Please review the sponsor levels for more details, and contact us to discuss sponsor and partnership opportunities that will best fit your goals.*
THE BIKE EASY APRIL CHALLENGE, BIKE TO WORK DAY, AND COVID-19

Traditionally, the Bike Easy April Challenge centers around a marquis event - **Bike to Work Day**. In 2020, the traditional bike trains and breakfast meetup of Bike to Work Day were not possible, all in-person events were cancelled, and the Bike Easy April Challenge only allowed solo and household rides. The altered program was **successful** and provided much-needed stress relief to over a thousand participants.

Whatever Covid realities spring of 2021 may bring, the Bike Easy April Challenge will adapt to ensure people can safely **enjoy the physical and mental health benefits of riding** and participate in building community through biking. Bike Easy also hopes to bring back Bike to Work Day!

**Sponsors are critical** to delivering this community benefit and sponsorship support is visibly recognized throughout communications and events associated with the Bike Easy April Challenge and Bike to Work Day.

The 2021 budget is **$30,000**! Will you contribute to making this program possible?

“I ride because It keeps me fit and I love biking through all the unique neighborhoods of New Orleans”  *James Tomeny*

“I ride because It keeps me fit, burns calories and makes me feel better!!”  *Sharon Stoskopf*

“I ride because I’m trying to stay fit during quarantine!”  *Laurie Phillips*
# Bike Easy April Challenge Sponsor Levels

**Platinum Sponsor**

- All benefits of Gold Sponsor
- Earned media attention, featured in all press events
- "Presented by" designation on all event materials
- Featured article on our blog
- Multiple mentions in Love to Ride and Bike Easy social media
- Highlight in our eNewsletter & all Bike to Work emails
- Featured in all event signage
- Up to 20 Individual Memberships

**Gold Sponsor**

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<th>$5,000</th>
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<tr>
<td>All benefits of Silver Sponsor</td>
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<td>Your logo on footer on all pages of New Orleans Love to Ride webpage</td>
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<td>Your logo on bikeeasy.org Home Page</td>
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<td>1-2 unique mentions in Love to Ride and Bike Easy social media</td>
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<tr>
<td>Spotlight in our eNewsletter &amp; all Bike to Work emails</td>
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<tr>
<td>Your logo included on all event signage</td>
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<tr>
<td>Your logo highlighted on all print &amp; online materials*</td>
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<td><strong>10</strong> Individual Memberships</td>
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**Silver Sponsor**

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<td>All benefits of Bronze Sponsor</td>
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<tr>
<td>Multiple group mentions in Love to Ride and Bike Easy social media</td>
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<tr>
<td>Mention in our eNewsletter and some Bike to Work emails</td>
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<td>Your logo included in some Promotional Materials</td>
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<td><strong>3</strong> Individual Memberships</td>
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**Bronze Sponsor**

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<td>Your logo (with link to your site) on New Orleans Love to Ride webpage</td>
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<td>Your logo on Sponsor &amp; Event Pages on bikeeasy.org</td>
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<tr>
<td>1 group mention in Love to Ride and Bike Easy social media</td>
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<tr>
<td>Mention in our eNewsletter</td>
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<td>Your logo included on some signage</td>
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* With commitment by 2/26/2021

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**For More Information, Contact:**

**Dan Favre**

Executive Director
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504-321-1247

www.bikeeasy.org
www.facebook.com/bikeeasy
Twitter: @bikeeasy
Instagram: @bikeeasy
THANK YOU TO OUR 2020 SPONSORS & PARTNERS

Audubon Nature Institute • Bicycle Michael’s • BYOBikes
Chad Cothern • Cold Stone Creamery • Flambeaux Walking Tours
Hermann-Grima/Gallier House Museums • Higher Power Yoga and Cycling
Jared Sessum • Kate Iberg • Liz Meza • Ogden Museum of Southern Art