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2023

# SPONSORSHIP INVITATION

## April 1 - April 30, 2023

[BIKEEASY.ORG](http://BIKEEASY.ORG)

## 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.

## WHAT IS THE BIKE EASY APRIL CHALLENGE?



- **A fun, free challenge** to help get more people on bikes in Greater New Orleans!
- **An 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, events, 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.

## BY THE NUMBERS

*Records from 2017 - 2022*

Over **4,025**  
Individuals  
participated

Over **2 million**  
miles ridden

Over **200,000**  
Trips

**286** Workplaces  
participated

**855+** New Riders  
participated

**233,000+**  
lbs CO<sub>2</sub> saved

## BENEFITS OF SPONSORSHIP

- Support Bike Easy's Education, Advocacy, and Community work for better biking!
- Become part of and help grow the bicycle community.
- Take a step closer to becoming Bike Easy Certified!
- Plus more perks listed out for each tier on the next page

### THE BIKE EASY APRIL CHALLENGE, BIKE TO WORK DAY, AND WHAT IS DIFFERENT IN 2023

Traditionally, the Bike Easy April Challenge centers around a marquis event - **Bike to Work Day**. Even though the pandemic affected the way and where people work, many riders who got back on a bike during the Bike Boom of 2020, are now choosing to ride to work. We want to celebrate the community that continues to choose the bicycle as an alternative means of transportation, and also encourage new folks to consider commuting by bike to work.

We hope to celebrate Bike to Work Day this year on Wednesday, April 12 in front of City Hall, to remind policy makers of the importance of supporting our community and the expansion of the bike network.

This year, we aim to encourage more folks to ride, and challenge them to do things by bike that maybe they've never done before. We will also encourage them to attend the many events we have scheduled all over town in April!

**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.



*Bike to Work Day 2022*

The 2023 budget is  
**\$40,000!**

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

## HEADLINE SPONSOR \$25,000\*

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 and promotional materials  
Keep Rollin kit and Lunch & Learn session  
Up to **20** Individual Bike Easy Memberships

## GOLD SPONSOR \$5,000

All benefits of Silver Sponsor  
Your logo on footer on all pages of New Orleans Love to Ride webpage  
Your logo on bikeeasy.org Home Page  
1-2 unique mentions in Love to Ride and Bike Easy social media  
Spotlight in our eNewsletter & all Bike to Work emails  
Your logo included on all event signage  
Your logo highlighted on all print & online materials\*  
**10** Individual Bike Easy Memberships

## SILVER SPONSOR \$1,000

All benefits of Bronze Sponsor  
Multiple group mentions in Love to Ride and Bike Easy social media  
Mention in our eNewsletter and some Bike to Work emails  
Your logo included in some signage and promotional materials  
**3** Individual Bike Easy Memberships

## BRONZE SPONSOR \$500

Your logo (with link to your site) on New Orleans Love to Ride webpage  
Your logo on Sponsor & Event Pages on bikeeasy.org  
1 group mention in Love to Ride and Bike Easy social media  
Mention in our eNewsletter  
Your logo included on some signage

\* With commitment by 3/22/2023

***Any level of sponsorship will entitle you to a discount on our Keep Rollin' Kits & Discount Bike Racks***

*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.*

# THANK YOU TO OUR PREVIOUS SPONSORS & PARTNERS



7 3 Distilling • Audubon Nature Institute • Bicycle Michael's • BYOBikes  
Chad Cothorn • Cold Stone Creamery • District Donuts • Flambeaux Walking Tours  
Hermann-Grima/Gallier House Museums • Higher Power Yoga and Cycling  
JAM Nola • Ogden Museum of Southern Art • Screens for Good  
Jared Sessum • Kate Iberg • Liz Meza •



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