

# 12th Annual NC BikeWalk Transportation Summit

September 14-16, 2023 | Catawba College, Salisbury, NC



## Sponsorship Package



# About BikeWalk NC & The Summit

## About The Summit

Our statewide BikeWalk Transportation Summit brings together hundreds of stakeholders interested in advancing safe roads and healthier, more equitable communities for all road users in North Carolina. Sessions are designed to provide information and foster collaboration. Summit participants will hear from national, statewide, and local leaders on how to make transportation safer and more equitable for all users, especially those who utilize non-car transportation options such as walking and biking..

To stay updated on the Summit, visit  
<https://www.bikewalknc.org/nc-bikewalk-summit/>

## About BikeWalkNC

BikeWalk NC is the statewide advocacy organization for bicyclists and pedestrians. Our mission is to lead, support, and inspire advocacy and educational efforts throughout North Carolina for an environment that fairly, safely, and equitably serves bicyclists, pedestrians, and others using active mobility and human powered transportation.

Pedestrian and bicycle-friendly communities are more equitable and economically vibrant. Our stakeholders help identify issues and provide input to solutions as we work with elected officials, government agencies and other nonprofit organizations to increase access to and safety of our sidewalks, crosswalks, greenways, trails, bike lanes, bike accommodations, and other active transportation infrastructure.

We are a member-based, 501(c) - 3 nonprofit organization.

## BikeWalk NC

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**Executive Director**, Terry Lansdell

**Programs Manager**, Laila Horton

**Community Outreach Coordinator**, Oliver Sendall

### Board Members

Ted Silver - President	Steven Hardy-Braz - VP
Deana Acklin	Dan Besse
Debra Franklin	Steven Goodridge
Ann Groninger	Garet Johnson
Brendan McMahon	Sarah Parkins
Heidi Perov Perry	Ritchie Rozelle
Carol Stein	Bruce Tretter
Kenneth Withrow	

## NC BikeWalk Summit Committee

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Along with representatives from the BWNC Board of Directors and staff, our growing Planning Team includes (but is not limited to) representatives from:

- ❖ Catawba College
- ❖ Rowan CVB
- ❖ NC Transportation Museum
- ❖ Salisbury Parks & Recreation
- ❖ The Pedal Factory
- ❖ AARP
- ❖ AAA of the Carolinas



# Why Sponsor?

Sponsoring is a way to show your support for clean, healthy, active transportation, and safe roads for all users. It is also a visible way of showing that your organization is interested in the health, vitality, and equity able and economic benefits that communities designed to support active transportation reflect.

The Summit's content appeals to a wide ranging audience. Summit participants include: bicycle, pedestrian and community advocates, transportation planners and engineers, public health professionals and health practitioners, educators, civil servants, environmentalists, civic leaders and others.

Sponsoring helps us keep our registration fees low, better ensuring anyone who cares about active transportation can attend.

The 2023 Summit will provide both in-person and virtual opportunities to showcase its sponsors to a statewide audience and beyond.

BikeWalk NC would love to have your support as we explore and expand these opportunities.



# Sponsorship Levels\*



	Title Sponsor	Keynote Sponsor	Touring Level	Racing Level	Mountain Level	Cruiser Level
<b>Cost</b>	<b>\$10,000</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$200</b>
<b>Complimentary Summit Registrations</b>	10	5	4	3	2	1
<b>Logo in Program and on Website w/link</b>	Top Tier	Top Tier	Top Tier	Mid Tier	Mid Tier	Base Tier
<b>Premiere logo placement on pre-session slides</b>	YES/ full slide	YES / full slide	YES			
<b>Pre-event blog highlighting your Company's work in area of mutual interest</b>	YES (provided by sponsor)	YES (provided by sponsor)				
<b>Food or Beverage sponsor</b>	First Choice	Breakfast or Break				
<b>Company Profile in Conference Program</b>	Full Page (self-prepared)	Half Page (self-prepared)				
<b>Social Media Announcement</b>	✓	✓	✓	✓	✓	✓
<b>Recognition preceding each session</b>	Top Tier	Top Tier	Top Tier	Mid Tier	Base Tier	Base Tier
<b>Tabling option</b>	✓	✓	✓	✓ (possibly shared)		

\*Is there another way that you would like to partner with the BikeWalk Transportation Summit? Let us know and let's get creative with a package for you!

Questions? Contact Terry Lansdell at [director@bikewalknc.org](mailto:director@bikewalknc.org), or Laila Horton at [programs@bikewalknc.org](mailto:programs@bikewalknc.org)

# Sponsor Form

Ready to Sponsor?

Two ways to complete your sponsorship:

**1. (Preferred) Fill out the form and make your payment online at**

<https://bikewalknc.wildapricot.org/event-5208689>

**(NOTE: Click on the REGISTER button at the bottom left of the screen to get started)**

or

**2. Print and fill out this form, and mail with your payment (Checks payable to BikeWalk NC), to:**

**Treasurer, BikeWalk NC**

**P.O. Box 531 Cary, NC 27512**

Organization Name: \_\_\_\_\_

Organization Address: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Please check sponsorship level:**

Title \_\_\_ Keynote \_\_\_ Touring \_\_\_ Racing \_\_\_ Mountain \_\_\_ Cruiser \_\_\_

Monetary Sponsor Amount \$ \_\_\_\_\_

In-Kind Sponsor (e.g., use of space, reception host, technology equipment use, if applicable)

\_\_\_\_\_ Value: \_\_\_\_\_

Authorized Donor: \_\_\_\_\_

Date: \_\_\_ / \_\_\_ / \_\_\_

All Donations are tax deductible within the limits of the law