2020 SPONSORSHIP PACKAGE
SATURDAY, OCTOBER 3, 2020

Organized by
Bike/Walk Central Florida

Presenting Sponsor
FDOT: Alive Tomorrow
Bike 5 Cities is a bike ride unlike any other.

It started as a simple idea to create a bicycle-friendly map for a 28-mile route through neighborhoods in Orlando, Winter Park, Maitland, Eatonville and Casselberry. The Bike 5 Cities’ map objective was to show people of all ages and bicycling abilities where they can feel the most comfortable and safe riding a bike. It was also to show local leaders in the five cities the gaps where people felt the least comfortable riding a bike. Bike 5 Cities quickly became more than just a map and evolved into a unique, annual bike ride event.

As the Bike 5 Cities popularity skyrocketed, it turned into an advocacy asset for Bike/Walk Central Florida to work with the five cities on prioritizing improvements to connect the entire 28-mile bike-friendly route, branded as Bike 5 Cities.

**What:** The 4th Annual Bike 5 Cities  
**Who:** Riders of any age and bicycling ability. It’s tailored to anyone wanting to learn where to feel comfortable and safe riding their bike.  
**When:** Saturday, October 3, 2020 starting at 8:00 am.  
**Where:** Registered riders can choose to start at any one of the five cities

Bike 5 Cities is making the ride COVID-Safe.

**New Small Group Escorted Ride**  
- The Bike 5 Cities escorted ride will be broken into small groups of no more than 5 riders.  
- For social distancing, the small group ride start times will be scheduled in 15 minute increments.  
- An experienced Ride Leader will be assigned to each small group and serve as a personal escort, helping riders maintain a safe, spaced distance while riding along the 28-mile bike-friendly route.  
- Each small group will decide upon a comfortable, slow-roll pace for their Bike 5 Cities ride.

**New Unescorted Ride**  
This year we’ve formalized the unescorted Bike 5 Cities 28-mile ride for those riders who want to participate in the ride but wish to avoid riding in a group. These riders might desire a faster ride pace or prefer start, stop, and rest time flexibility. Similar to registering for the escorted ride, unescorted riders are asked to choose a start time window at the preferred starting city. Once registered, riders will receive confirmation of the location and the window of time to start the ride.

**New Procedures for Bike 5 Cities Event**  
- Masks are required at all city locations, city rest stops, other stops such as traffic signals or stop signs, at crowded locations along the route and when not feasible to maintain a 20-foot distance between riders in the small group.  
- All riders will be encouraged to carry hand sanitizer and latex gloves.  
- Each partnering city will offer a respite by welcoming riders with hand sanitizer, packaged produce or wrapped snacks, and bottled water from 8:00 am to 2:00 pm. A Support and Gear (SAG) wagon will be on-site, carrying equipment for those quick bike repairs.
Central Florida continues to be ranked one of the most dangerous places in the country for pedestrians and bicyclists according to reports from the Governors Highway Safety Association and Smart Growth America’s 2019 Dangerous by Design report. That’s why a group of community advocates said enough and formed Bike/Walk Central Florida (BWCF), a regional advocacy organization for bicyclists and pedestrians. Since 2010, we have worked on behalf of local pedestrians and bicyclists to advocate for safe and convenient places for people to bike and walk regardless of where they live or need to go.

Bike/Walk Central Florida is a 501c3 nonprofit. Our founders and the Bike/Walk Central Florida Board recognize that the streets are not equally safe for all and that street safety encompasses more than traffic crashes. That’s why we work tirelessly to advocate for policies, programs and infrastructure at a local level that is fair, accessible, and considers the unique circumstances impacting communities.

As a nonprofit, we rely on donations from individuals, businesses and clubs and we hope you will support our work as we continue to provide the resources necessary for advocates, municipal leaders, engineers, planners, like-minded organizations and people just like you to create more bikeable, walkable and livable communities across Metro Orlando.
Bike 5 Cities is an annual event organized by Bike/Walk Central Florida that helps hundreds of community members get to know the safest and most comfortable ways to bicycle within and between their communities. This year’s event will be held on October 3, 2020 and will be modified to be COVID-safe.

Bike 5 Cities advances equity through better transportation options; improves safety by teaching people of all abilities and ages how to use bike routes safely; enhances local economies by bringing bike “traffic” to businesses; and builds public support for connecting bike routes throughout Central Florida.

Partner with us to build safer, healthier communities.

Donate

Join the Florida Department of Transportation and local businesses in providing financial support. Consider between $500 and $5,000.

In-Kind

Contribute services or products, such as printing, photography, first-aid supplies, snacks, sanitizers, water, face masks and more.

Volunteer

Your employees can help! Skilled and organized volunteer groups are critical to the success of the event. Let’s work together!

Your support matters. We will follow up to request your partnership. Or, email Executive Director Emily Hanna at emily@bikewalkcf.org.

BikeWalkCentralFlorida.org/Bike5Cities
Bike/Walk Central Florida is a 501c3 non-profit organization.
As one of Central Florida’s premier cycling events, Bike 5 Cities draws participants from all ages, abilities, and communities surrounding Orlando, Winter Park, Maitland, Eatonville, Casselberry and beyond. This provides added visibility for your organization. Bike 5 Cities has a web page on the Bike/Walk Central Florida (BWCF) website, providing easy access to all event and sponsors information. Sponsorship opportunities range from the Presenting Sponsorship level to in-kind, and every level in between. Depending on your chosen sponsorship level, there will be hyperlinks to your website on either the Bike 5 Cities page or on BWCF’s homepage.

Sponsorship benefits vary by the level chosen, but all sponsor logos receive visibility on marketing collateral material, event day signage and the Bike/Walk Central Florida website, with nearly 8,000 views during active Bike 5 Cities promotions.

These numbers clearly show that Bike 5 Cities is providing a bike ride experience in such high demand that, based on past years’ experience, we have to cap registration. The 2019 Bike 5 Cities Escorted Ride was capped at 250 riders and it reached capacity almost three weeks before the event.
Event Demographics

The Bike 5 Cities ride is for all riders of any ability which is clearly demonstrated in the 2019 ride participant profile.

55% Male
45% Female

The average Bike 5 Cities participant was a 51-year-old male from Orange County who joined the escorted, group ride starting in Winter Park.

Cities included:
- Altamonte Springs
- Apopka
- Casselberry
- Chelmsford
- Clearwater
- Clermont
- Cocoa Beach
- Cooper City
- Dallas
- Daytona Beach
- Deland
- Eatonville
- Eustis
- Fruitland Park
- Gainesville
- Goldenrod
- Groveland
- Gotha
- Haines City
- Hollywood
- Indian River Shores
- Jacksonville
- Kissimmee
- Lakeland
- Lake Mary
- Leesburg
- Longwood
- Maitland
- New York
- New Smyrna Beach
- Orlando
- Oviedo
- Ocoee
- Orange Park
- Port Orange
- Saint Cloud
- Sanford
- Sorrento
- South Daytona
- Summerfield
- Titusville
- The Villages
- Windermere
- Winter Garden
- Winter Park
- Winter Haven
- Vero Beach

Counties Participants Came From

- Osceola County 2%
- Other 13%
- Seminole County 13%
- N/A 4%
- Orange County 68%
**TYPE OF CYCLIST**

- **Novice** – Bike 5 Cities got me to dust off my bike and try something new
- **Casual** – I often ride with friends and family for fun
- **Fitness** – I ride to stay in shape
- **Bike Family** – I ride to school and around the neighborhood with kids
- **Commuter** – My bike is my preferred mode of transportation
- **Weekend Warrior** – I bike like a fiend on weekends in a group or alone

**WHERE RIDERS CAME FROM**

![Map showing the origin of riders during the 2019 Bike 5 Cities Event.](image)
Marketing Reach

The 2019 Bike 5 Cities ride had around 250,000 gross marketing impressions across social media, print, radio and TV media platforms. Bike 5 Cities was heavily promoted in the following media:

• Dedicated e-mail blasts to the Bike/Walk Central Florida database of 3,500
• Social Media: Facebook, Twitter, Instagram, YouTube - @BikeWalkCFL
• Print: Orlando Sentinel and El Sentinel
• TV: WFTV, WESH, WKMG, WOFL, Spectrum News, Telemundo, Univision and the traffic reporters at all local TV stations announcing road closures
• Radio stations
• Online media such as Bungalow
• Community newspapers
• City newsletters, websites and social media

Website Presence

Bike 5 Cities has a dedicated page on the Bike/Walk Central Florida website (www.bikewalkcentralflorida.org), where all interested ride participants must visit to register for the event. In 2019, the Bike 5 Cities website page had nearly 1,000 page views. Sponsor logos with hyperlinks to their sites will be included as part of their support.

Social Media Outreach

As a sponsor, you will benefit from social media outreach and marketing including dedicated tweets and Facebook and Instagram posts reaching audience members based on target demographic data.

Your social media team will be provided with an event hashtag and other social media tools to leverage your own participation.

Video

Video is an integral part of the Bike 5 Cities promotion strategy. Embedding videos in posts increases views and attracts people interested in the ride. Part of the sponsorship package for Presenting, Gold and Silver includes being interviewed for the post-video used to promote the 2021 Bike 5 Cities ride and be shared on the Bike 5 Cities website and social media.
2019 Social Media Highlights

Tweet reaching 22,700 people with 158 clicks

Facebook post reaching 2,437 people with 282 engagements

Social Media Engagement with Sponsors
Facebook Posts

Video

MORE THAN 460 CYCLISTS RODE 28 MILES
THROUGH WINTER PARK, ORLANDO, CASSELBERRY, MAITLAND, & EATONVILLE.

Bike 5 Cities
Family of Sponsors

Presenting Sponsor

Participating Cities

Sponsors

2018 Bike 5 Cities Event
## 2020 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PRE-EVENT RECOGNITION</th>
<th>ON-SITE RECOGNITION</th>
<th>POST-EVENT RECOGNITION</th>
</tr>
</thead>
<tbody>
<tr>
<td># OF FREE REGISTRATIONS</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>PRESENTING</td>
<td>Secured $25,000</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>GOLD</td>
<td>$5,000</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>SILVER</td>
<td>$2,500</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$1,000</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>STARTER</td>
<td>$500</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### PRE-EVENT RECOGNITION
- Name Recognition & Logo Use
- Logo on Facebook/Twitter Banners
- Sponsor Spotlight Post
- Sponsor Interview for Website and Promoted Social Media
- Logo on Route Map
- Name mentioned in Press Release
- Logo on E-Blasts
- Logo on Event Flyers
- Social Media Promotion*
- Logo and Link on Event Web Page

### ON-SITE RECOGNITION
- Logo on 360-View Photo Booth
- Facebook or Instagram Live Interview
- Logo along Route at SAG stop
- Interview for Post-Event Video
- Logo on Photo Booth at City of Choice
- Verbal Recognition at Event
- Logo on Event T-Shirt
- Logo on Banners
- Table at City of Choice

### POST-EVENT RECOGNITION
- Access to Participant Survey Results
- Logo and Name Mention in Website Article
- Logo and Name Mention in Post-Event Video
- Logo on Thank You E-Blast to Riders
- Logo on Participant Survey
- Sponsorship Certificate

*Note: If secured by Aug. 20, 2020.
Other Sponsorship Opportunities

**Fuel-Up: Snacks Sponsor**
Starter benefits
$500 or In-Kind

**Videography & Photography Sponsor**
A photo booth at city stops and the 360-View photo booth
$5,000 or In-Kind

**For Safety’s Sake**
Consider a donation to the Bike 5 Cities COVID-Safe fund – everything from face masks, gloves and hand sanitizer to social distancing sign reminders. You’ll help a lot of people and be remembered for keeping the Bike 5 Cities riders safe.
$250

**Underwriting Opportunities**
Ask us about opportunities to underwrite a specific part of the bike ride event.

For more information, please contact Emily Hanna, Executive Director of Bike/Walk Central Florida, at emily@bikewalkcf.org.

Visit bikewalkcentralflorida.org
Visit bikewalkcentralflorida.org

2018 Bike 5 Cities Event

BIKE 5 CITIES

Organized By:
Bike/Walk Central Florida

Visit bikewalkcentralflorida.org