



Bike/Walk Central Florida



2023 Sponsorship Grid

BWCF educates and advocates to make communities more walkable, bikeable, and rollable. We strive towards a connected and equitable transportation system that is safe and comfortable for all.



2023 Sponsorship Grid Legend		
2	Support BWCF's Mission and Vision All Year Long	▼
3	Garner more visibility at BWCF's Keystone Event BIKE 5	▶
4	Maximize Your Impact by Combining Both Opportunities!	↻

Thought Leader	City Advocate	Community Partner	Neighborhood Ambassador
\$10,000	\$7,500	\$3,500	\$1,000


PHILANTHROPY

Use of the BWCF Logo to Highlight Your Organization's Support of Active Mobility	YES	YES	YES	YES
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ORGANIZATION RECOGNITION

BWCF Website Recognition	Logo W/Link	Logo W/Link	Logo W/Link	Name W/Link
Email Newsletter Logo Placement	8 logos per year	5 logos per year	3 logos per year	2 logos per year
Annual Reports	Logo	Logo	Logo	Name
Social Media Post specific to your business and crafted to show your support of our efforts in the community!	4 posts	3 posts	2 posts	1 post
BWCF Website Banner	Homepage Banner	Article Banner	-	-

EVENT BENEFITS

Event Sponsorship Discounts for the Annual BIKE 5 5 Miles, 5 Parks, 5 Cities Ride	YES*	YES*	YES*	YES*
 Wheel of Achievement Awards Breakfast Registration	8 (table)	6	4	2
 Recognition in the Wheel of Achievement Awards Program	Logo	Logo	Name	-

ADDITIONAL BENEFITS

Premium Dero Bike Racks	Sales and Installation Consultation	Sales and Installation Consultation	Priority Sales	Priority Sales
Provide support and educational material at company health fairs and events.	YES (Limit 1 on site support event per year)	Materials Only	Materials Only	Materials Only
Consultation for the League of American Bicyclist's Bike Friendly Business Certification	YES**	-	-	-
Audit walking/biking route for most to work	YES - 1 per year ***	-	-	-

Footnotes

* Discounts available for organizations sponsoring Bike/Walk Central Florida annually as well as the BIKE 5 event! Details on page 3.

** Bike Friendly Business Certification consultation includes up to 10 hours of application support. (League certification is not guaranteed)

*** Audit bike/walk facilities within a 2 mile radius of the place of business



BIKE 5
5 Miles | 5 Parks | 5 Cities

Presenting	City	Gold	Silver	Bronze	Starter
\$25,000	\$10,000	\$6,000	\$3,000	\$1,500	\$500

PHILANTHROPY

Use of the BWCF Logo to Highlight Your Organization's Support of Active Mobility	YES	YES	YES	YES	YES	YES
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ORGANIZATION RECOGNITION

<ul style="list-style-type: none"> On the Event Web Page On Large Banners at Each City On Event Email Communications In Event Video Summary 	Logo	Logo	Logo	Logo	Name	Name
<ul style="list-style-type: none"> In the 2024 Sponsorship Package 	Logo	Logo	Logo	Name	Name	
Social Media Promotion* (08/01/23 - 12/15/23)	2 Featured 6 Sponsored	1 Featured 3 Sponsored	1 Featured 2 Sponsored	— 2 Sponsored	— 1 Sponsored	
<ul style="list-style-type: none"> On the Event T-shirt On the Event Fliers Within the Participant Survey Messaging 	Logo	Logo	Logo	Name		
<ul style="list-style-type: none"> Photo Booth Props at all locations 	Logo	Logo	Logo			
<ul style="list-style-type: none"> On Route Map On the Website Summary Article 	Logo	Logo	Name			
<ul style="list-style-type: none"> Mention in Event Press Release 	X	X	X			
<ul style="list-style-type: none"> Logo on City Welcome Sign 	ALL	Specific to City of Sponsorship				
<ul style="list-style-type: none"> Sponsor Interview for Web Article Included in Event Recap Video Logo on Facebook/Twitter Banner 	X	X				
Feature Banner on the BWCF homepage	Stand Alone Banner	Shared w/ City Sponsors				

EVENT BENEFITS

Free Rider Registrations	15	10	8	6	4	2
Tabling Opportunity at City of Choice	X	X	X	X	X	
Team Photo Opportunity at City of Choice	X	X	X			

ADDITIONAL BENEFITS

Day of Event Video Interview	X					
Access to Participant Survey Results	X					

*Social Media Promotion Details

Featured Post	One (1) Feature Post includes a single post highlighting the Sponsor's contribution to BIKE 5.
Sponsored Post	1 Post Sponsor includes a general Bike 5 Cities campaign post tagging the sponsor. E.g. "...This post is brought to you by @_____."



2023 Bike/Walk Central Florida Sponsorship Opportunities

Combine to Maximize Impact and Reach!

BWCF Annual Supporters Save 15% on BIKE 5 Sponsorship!

BWCF Annual Support Levels

		Neighborhood Ambassador	Community Partner	City Advocate	Thought Leader	
		\$1,000	\$3,500	\$7,500	\$10,000	
		Discounted Support Grid				
BIKE 5 Event Support Levels	Starter	\$500	\$1,425	\$3,925	\$7,925	\$10,425
	Bronze	\$1,500	\$2,275	\$4,775	\$8,775	\$11,275
	Silver	\$3,000	\$3,550	\$6,050	\$10,050	\$12,550
	Gold	\$6,000	\$6,100	\$8,600	\$12,600	\$15,100
	City	\$10,000	\$9,500	\$12,000	\$16,000	\$18,500
	Presenting	\$25,000	\$22,250	\$24,750	\$28,750	\$31,250
Total Support Amount After 15% Discount on BIKE 5 as a sponsor of BWCF!						

BWCF educates and advocates to make communities more walkable, bikeable, and rollable. We strive towards a connected and equitable transportation system that is safe and comfortable for all.

Support Bike/Walk Central Florida's advocacy, education, engineering, and enforcement efforts!



Bike/Walk Central Florida urges all prospective donors to seek the assistance of personal legal and financial advisors in matters relating to their gifts, including the resulting tax and estate planning consequences.