



Sponsorship Proposal 2025



Aligning Missions for a Safer Tomorrow

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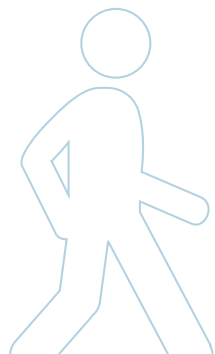
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Who is Bike/Walk Central Florida?

Bike/Walk Central Florida (BWCF) is a 501(c)(3) nonprofit founded in 2010, focused on making Central Florida a safer, more walkable, and bikeable community through education, advocacy, and collaboration. Since 2010, BWCF has grown into a regional leader in promoting pedestrian and cycling safety, partnering with local governments, schools, and organizations to advance safe, active transportation.



Our Mission

BWCF's mission is to make Central Florida communities **SAFER** by creating a connected and equitable transportation system that supports walking, biking, and rolling for everyone.

- ▶ **S**teward partnerships to improve the state of the built environment
- ▶ **A**dvocate for policies, programs and infrastructure that create active, safe and connected communities
- ▶ **F**oster community involvement
- ▶ **E**mpower people to walk, bike and roll safely and confidently for transportation and recreation
- ▶ **R**esource and guide for community and partner needs.



Our Purpose

Advancing active mobility options for all.



Our Vision

Central Florida is a healthy, active, and connected community where people choose to walk, bike, and roll.



Our Values

- Civility
- Collaboration
- Equity
- Integrity
- Innovation
- Empowerment

The Problem

Why Central Florida Needs Safer Streets

The Need for Change is Clear

Central Florida is one of the most dangerous places in the country for pedestrians and cyclists. Our region has consistently ranked at the top of the Dangerous by Design report, with alarming rates of fatalities and injuries. Behind these numbers are real people—families, children, seniors, and individuals with disabilities—whose lives are forever changed by preventable tragedies.

 **25,362** SERIOUSLY INJURED **9,552** KILLED

Over the past decade, Florida has seen a staggering 25,362 serious injuries and 9,552 fatalities¹ among pedestrians and bicyclists, devastating thousands of families.

 **463** PEDESTRIANS & CYCLISTS SERIOUSLY INJURED OR KILLED IN 2024

In 2024, over 463 pedestrians and cyclists were seriously injured or killed in Florida's District 5 alone, underscoring the profound impact on our local communities.²

 **1 IN 4** FLORIDA RESIDENTS MOST LIKELY TO BE KILLED

1 in 4 residents in Florida are adults aged 50 to 64 or 75 and older,³ a demographic most likely to be killed in pedestrian fatalities.⁴

 **3RD** IN THE NATION FOR CHILDREN'S PEDESTRIAN DEATHS

Florida ranked third in the nation in 2021 for pedestrian fatalities among children involved in motor vehicle crashes.⁵

 **10.4%** OF CHILDREN WALK OR BIKE TO SCHOOL

In 1969, 48% of U.S. students in grades K–8 walked or biked to school.⁶ Recent data indicates that the percentage remains low, with only 10.4% of children walking or biking to school in 2017.⁷ This sharp decline is linked to factors such as greater distances between home and school, safety concerns, and urban planning that prioritizes automobile travel over active transportation.⁸

 **30%** OF FAMILIES' INCOME SPENT ON TRANSPORTATION

Communities without accessible walking or biking options face higher transportation costs, forcing families to spend up to 30% of their income just to get around.⁹

Sources: 1) Signal4Analytics, Florida, Jan 1, 2014 - Oct 5, 2024, 2) Signal4Analytics, FDOT District 5, Jan 1, 2024 - Oct 5, 2024, 3) Neilsberg Research, 4) Dangerous by Design 2024 - Smart Growth America, 5) Florida Chapter of the American Academy Pediatrics, 6) Walk Bike to School, 7) National Household Travel Survey, 8) Safer Routes Guide, 9) Bureau of Transportation Statistics

The Solution

Repaving the Way to Safer Streets

How Sponsorship Funds Are Used

At Bike/Walk Central Florida, we are dedicated to solving the challenges of unsafe streets and vulnerable road users through targeted, impactful initiatives. Depending on your sponsorship level*, your contribution supports programs that create safer, more accessible communities.



Advocacy

We advocate for life-saving policies and infrastructure improvements, collaborating with local DOTs and government agencies on Vision Zero and Complete Streets designs. Our efforts support projects like crosswalks, bike lanes, and ensuring ADA compliance to create accessible and inclusive communities.



Education

We deliver educational initiatives to empower all generations, addressing safety concerns for children, families, and older adults alike. Our programs teach road safety, distribute essential gear like helmets, and raise awareness about the benefits of active transportation for health, sustainability, and community connection.



Engagement

We engage residents, transportation professionals, and urban planners to foster safer and more connected communities. Through events like BIKE 5 and community rides, we highlight active transportation opportunities and challenges while empowering participants with real-world insights. Workshops, trail activation initiatives, and safety campaigns give residents the tools to advocate for safer streets, while stories of infrastructure improvements inspire continued progress.

*Sponsorship breakdown available on pages 6-9.

The Solution

Repaving the Way to Safer Streets

Together for Safer Streets

Creating safer streets requires collaboration and a shared vision for change. At Bike/Walk Central Florida, we work hand in hand with diverse partners, communities, and advocates to bring our initiatives to life.



Municipalities and Government Agencies

Collaborating to implement policies and infrastructure that prioritize safety.



Consulting Firms & Healthcare Providers

Partnering to address the broader impacts of transportation safety on public health and community well-being.



Elected Officials

Working together to advocate for legislation that supports safer streets.



Families & Traffic Crash Victims

Providing support and advocating for changes that prevent future tragedies.



Seniors, Cyclists, Walkers, and Students

Ensuring that all community members, especially those who rely on walking and biking, have safe and accessible transportation options.



People with Disabilities

Advocating for inclusive infrastructure that accommodates all levels of mobility.



By sponsoring BWCF, you are aligning with a mission that values every member of our community. Together, we can create a Central Florida where streets are safe, lives are protected, and everyone has the freedom to walk and bike without worry.

Sponsorship Packages - Tier 3 ✨



Thought Leader

BWCF

- Logo on BWCF website w/ link
- 3 Sponsored posts w/ logo
- 2 Sponsor dedicated posts
- Full page in Impact Report
- 5 Sponsored newsletter emails (logo)
- 1 Sponsor dedicated email
- 1 Dedicated blog post
- Presenting sponsor designation

Wheel of Achievement

- 10 Event tickets
- Sponsor dedicated page
- Tabling at Event

BIKE 5

- 12 Complimentary registrations
- 10 Additional rider discounts
- 2 Presenting sponsor social media posts
- 2 Large logos on BWCF.org & registration event pages w/ sponsor section
- Logo on Facebook event page banner and sponsor mention
- Large logo on event apparel*
- Large logo on promotional materials
- Large logo on route map
- Large logo on city stop banners
- Photo props with logo at all city stops
- Event table/booth
- Logo, table, interview, & thumbnail in BIKE 5 video
- Photo of team and table
- Presenting sponsor logo in event communications
- Presenting sponsor logo on rider bib/event wristband
- Presenting sponsor logo on route navigation app
- Exclusive guided ride for your group (30 mile only)

\$12,000

[Click to Purchase](#)



City Advocate

BWCF

- Logo on BWCF website w/ link
- 2 Sponsored posts w/ logo
- 1 Sponsor dedicated post
- Half page in Impact Report
- 3 Sponsored newsletter emails (logo)

Wheel of Achievement

- 8 Event tickets
- Shared sponsor dedicated page
- Tabling at Event

BIKE 5

- 8 Complimentary registrations
- 10 Additional rider discounts
- 1 Sponsored social media post (logo)
- Medium logo on BWCF.org and registration event pages
- Name listed on Facebook event page
- Medium logo on event apparel*
- Medium logo on promotional materials
- Medium logo on route map
- Medium logo on city stop banners
- Photo props with logo at 3 city stops
- Event table/booth
- Logo and table in BIKE 5 video
- Photo of team and table

\$8,000

[Click to Purchase](#)

*Not guaranteed after September 1, 2025

Sponsorship Packages - Tier 2 ✨



Community Partner

BWCF

- Logo on BWCF website w/ link
- 2 Sponsored posts w/ logo
- Quarter page in Impact Report
- 1 Sponsored newsletter email (logo)

Wheel of Achievement

- 4 Event tickets
- Shared sponsor dedicated page

BIKE 5

- 7 Complimentary registrations
- 10 Additional rider discounts
- 1 Sponsored social media post (logo)
- Small logo on BWCF.org and registration event pages
- Name listed on Facebook event page
- Name listed on event apparel*
- Small logo on promotional materials
- Small logo on city stop banners
- Photo props with logo at 1 city stop
- Event table/booth
- Logo in BIKE 5 video

\$5,000
Click to Purchase



Neighborhood Ambassador

BWCF

- Logo on BWCF website w/ link
- 1 Sponsored post (text)
- Logo placed in Impact Report
- 1 Sponsored newsletter email (text)

Wheel of Achievement

- 2 Event tickets

BIKE 5

- 5 Complimentary registrations
- 10 Additional rider discounts
- 1 Group sponsored social media post (text)
- Name listed on BWCF.org, registration, and Facebook event pages
- Name listed on event apparel*
- Name listed on promotional materials

\$2,500
Click to Purchase

*Not guaranteed after September 1, 2025

Sponsorship Packages - Tier 1 ✨



Safety Supporter

BWCF

Logo on BWCF website w/ link

1 Group sponsored post (text)

Name listed in Impact Report

Wheel of Achievement

1 Event ticket

BIKE 5

3 Complimentary registrations

10 Additional rider discounts

1 Group sponsored social media post (text)

Name listed on BWCF.org, registration,
and Facebook event pages

\$1,000

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Pedal Partner

BIKE 5

1 Complimentary registration

10 Additional rider discounts

1 Group sponsored social media post (text)

Name listed on BWCF.org, registration,
and Facebook event pages

\$500

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See your impact in action!

Curious about the difference your sponsorship makes?

Explore our FY23-24 Impact Report to see how your dollars help create safer streets, empower communities, and save lives across Central Florida.

[View the full impact report now!](#)

Sponsorship Packages

[Click to Sponsor Now](#)

	Pedal Partner \$500	Safety Supporter \$1,000	Neighborhood Ambassador \$2,500	Community Partner \$5,000	City Advocate \$8,000	Thought Leader \$12,000
BWCF						
Logo on BWCF.org w/ link		✓	✓	✓	✓	✓
Sponsored Social Media Post		✓	✓	✓	✓	✓
Impact Report Placement		✓	✓	✓	✓	✓
Sponsored Email Newsletter				✓	✓	✓
Sponsor Dedicated Email (1)						✓
Dedicated Blog Post (1)						✓
Presenting Sponsor Designation						✓
Wheel of Achievement						
Complimentary Tickets		✓	✓	✓	✓	✓
Sponsor Dedicated Page				✓	✓	✓
Tabling at Event					✓	✓
BIKE 5						
Complimentary Registrations	✓	✓	✓	✓	✓	✓
Additional Rider Discounts	✓	✓	✓	✓	✓	✓
Sponsored Social Media Post	✓	✓	✓	✓	✓	✓
BWCF.org Event Page	✓	✓	✓	✓	✓	✓
Event Registration Page	✓	✓	✓	✓	✓	✓
Facebook Event Page	✓	✓	✓	✓	✓	✓
Event Apparel			✓	✓	✓	✓
Promotional Materials			✓	✓	✓	✓
City Stop Banners				✓	✓	✓
Event Table/Booth				✓	✓	✓
Photo Props				✓	✓	✓
BIKE 5 Video				✓	✓	✓
Photography (team, table)					✓	✓
Route Map					✓	✓
Rider Bibs or Event Wristband						✓
Event Communications						✓
Route Navigation App						✓
Exclusive guided ride for your group (30 mile only)						✓

Support Through Action and Giving

At Bike/Walk Central Florida (BWCF), we value every contribution that helps advance our mission of creating safer, more accessible streets. Beyond financial sponsorships, there are multiple ways for your organization to make a meaningful impact.

In-Kind Donations

Support BWCF by contributing products or services that directly enhance our programs and events. Your donations provide essential resources for participants and create memorable experiences in our community. Examples include:

- Branded water bottles, t-shirts, or safety gear for event participants.
- Raffle prizes or giveaways for fundraising efforts.
- Services such as printing, graphic design, photo/videography, & catering for events.

Your in-kind contributions not only fuel our initiatives but also showcase your commitment to community safety and well-being.

Volunteer Opportunities

Get your team involved in hands-on community service! Volunteering at BWCF events provides an opportunity to engage with local communities while making a tangible difference.

- **Event Participation:** Help at flagship events like BIKE 5 or assist with safety coaching at bike rodeos.
- **Helmet Fitting & Bike Safety Stations:** Contribute to life-saving education by assisting children and families.
- **Community Engagement:** Be a part of our outreach efforts, fostering awareness and participation in creating safer streets.

Volunteering not only amplifies your impact but also strengthens team bonds and reinforces your organization's dedication to building a better community.

Direct Donations

In addition to in-kind and volunteer support, direct monetary contributions play a vital role in advancing our mission. Your generosity funds:

- Educational campaigns that raise awareness about road safety.
- Helmets and bikes for children in need.
- Community workshops and advocacy initiatives that drive systemic change.

Every donation, whether large or small, moves us closer to a future where every member of our community can walk, bike, and live safely.



To sponsor Bike/Walk Central Florida initiatives or events, contact our team for detailed sponsorship packages and payment options. Custom sponsorships are available based on your organization's needs.

Contact

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