



2019 Sponsorship & Support Packet

Bike Walk Wichita

Mission: To transform Wichita into a more livable, accessible, connected city by making biking and walking safe, equitable, and appealing.

Bike Walk Wichita supporters care deeply about our mission and they shop and connect with local businesses and organizations that share our values and goals. Our events and programs attract a variety of audiences and earned media attention. Put your brand next to ours and demonstrate your commitment to health, safety, and livability.

Values:

Inclusiveness, Peer Leadership, Social Justice, Civic Engagement, Repurposing Resources

Each sponsorship package will include a customized promotion and partnership plan with a calendar that best highlights your business/organization and the support you are providing to the biking and walking community.

Contact Information:

131 South Laura Street
Wichita, KS 67211

info@bikewalkwichita.org

Bike Walk Wichita

is a growing non-profit organization engaging local residents, decision makers, and organizations in making Wichita a safer, more connected community for all.

Our people-powered model encourages creative solutions and expands impact while providing leadership opportunities.

Audience

- 5,000+ BWW Members + Friends
- 3,900+ Facebook Friends
- 80% increase in the number of people riding & walking in the metro since 2012
- Annual Bicycle/Pedestrian Count data
- BWW engages residents of all income levels, ethnicities, and backgrounds.

Sponsorship Opportunities

2019 Champion Sustainer **\$7,500**
Keep BWW HQ's open for volunteers and community use for the year!

Sustaining Sponsor **\$5,000**
Fund staff to meet the growing needs of volunteers, residents + programming.



City walks and rides explore Wichita neighborhoods, local businesses, and build city pride.

“I had no idea so many new businesses had opened in Delano! The historical tour was fun!”

-Riverfest 2018 Walk Attendee

Bicycle Safety Education

With the growing trend in bicycling, bicycle safety education is critical to keeping everyone safe. BWW's Education Team provides monthly classes for all skill levels, hosts rides, workshops, and shares safe riding tips.

Data

- 21+ certified League Cycling Instructors
- 320+ class participants (to date)
- 78 classes held (to date)

Sponsorship Opportunities

Education Programming Patron \$4,000

Underwrite class scholarships & expand programming for the year!

Business Sponsor \$500+

Share your services/efforts/messages via a customized promotional package!

Helmet Hero \$500+

Help create & protect smiles! New helmets are provided for free.



ReCycle

Volunteers repair bicycles donated by local residents and businesses for those in need of transportation. In addition, any adult can Earn-A-Bike by volunteering and kids can always Adopt-A-Bike for FREE! Helmets, a light, and lock are provided. Open Shop hours provide workbenches + tools for public use.

Data

- 70+ Earn-A-Bikes distributed (to date)
- 350+ Adopt-A-Bikes provided to kids
- 170+ bikes distributed through partners

ReCycle volunteers can use their volunteer hours in exchange for bike parts and gear, creating a non-cash economy important to so many of our friends.

Sponsorship Opportunities

2019 ReCycle Shop Sustainer \$4,000
Keep our Shop open for the community!

Bike Jam Instigator \$500
Host a bike give-away events for kids.
Bikes, helmets, safety course, bike art!



Pedestrian

Working to improve connectivity and walkability that make it safer and more enjoyable when moving around our city.

Info

- Walkability Audit tool helps residents collect data for city/county staff to use and raises awareness
- Promoting the benefits of walking
- Hosting walks exploring Wichita neighborhoods, art, and businesses
- Sharing self-guided walking tours accessible through BWW's app

Walkable neighborhoods improve quality of life and support thriving economies.

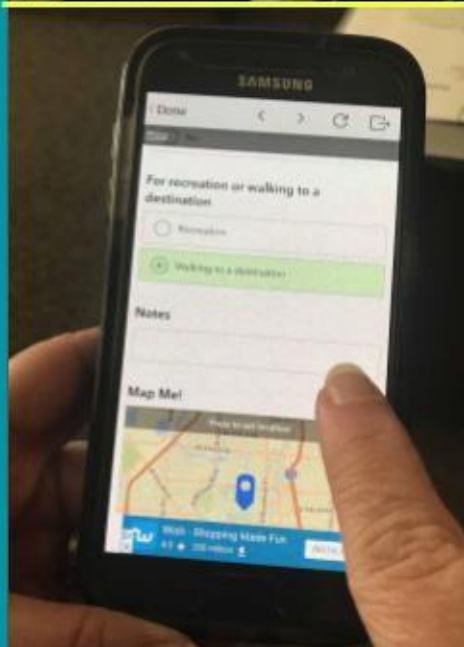
Sponsorship Opportunities

Trailblazer **\$500**

Host a walk exploring Wichita. Host an event for residents looking for fun, free activities!

Business Sponsor **\$500+**

Share your services/efforts/messages via a customized promotional package!



Advocacy

Informing residents and decision makers of opportunities to improve infrastructure, policies, and programming to better meet resident and business needs.

Info

- BWW helped engage residents in the planning of Wichita's Bicycle Master Plan process. 4,000+ residents engaged.
- Regular *Advocacy Alerts* inform residents of opportunities and provide a variety of channels for engagement.
- Informing decision makers of needs and opportunities for improvement.
- Providing assistance and encouragement to businesses interested in increasing bicycle and pedestrian traffic.

SPONSORSHIP OPPORTUNITIES

Advocacy Champion **\$1,000**

Turn up the volume! Help ramp up efforts for the year and engage more residents!

Business Sponsor **\$500+**

Highlight your business's support for biking and walking while sharing your mission.



Women Bike ICT

An expanding group of women / femme / gender non-conforming / trans friends of all ages and backgrounds hosting rides, events, advocating for street and path improvements, and making friends.

Data

- WomenBikeICT Facebook Group (private)
- 530+ women
- *Bike Beautiful Fashion Show*
- *SHE Bikes Summit + Ride*
- *Pedal It In. Pedal It Out.* bike camping

Women ♥ shopping local, volunteering, and sharing resources with others. We provide a great opportunity for sharing your info directly with a variety of active residents!

SPONSORSHIP OPPORTUNITIES

2019 SHero or Hero **\$500**
Put on your cape & help get more riding!

Business Sponsor **\$500+**
Share your services/efforts/messages via a customized promotional package!



Community Building

Providing opportunities for a variety of residents + neighborhoods to connect; building a stronger culture and network of people who bike and walk.

Info

- Help plan and engage partners in Bike Month ICT [May] to raise awareness + get more people rolling.
- Engage residents on social media channels; sharing local events + news.
- Engaging residents to grow and operate Bike Walk Wichita as a grassroots led organization.
- Hosting movies + events at local spots.

SPONSORSHIP OPPORTUNITIES

Ride/Event @ Your Place **TBD**
Host an event and we'll bring the people!

Business Sponsor **\$500+**
Share your services/efforts/messages via a customized promotional package!



Board of Directors

BWW Board Members are elected for three year terms and represent a wide variety of professions and skills. Their passion and enthusiasm for guiding BWW's work and improving the lives of residents is contagious. 2019 Board of Directors include:



Alan Kailer



Dr. Barbara Coats



Evan Medbury



Moriah Becky, PhD



Dr. Justin Moore



Carey Hobart



Matt Thibault



Matt & Keturah Lee



Jack Murphy



Bill Mason



Stephanie Wacker

