



# 2024 BIKE WALK MACON SPONSORSHIP OPPORTUNITIES

## ABOUT BIKE WALK MACON

We are leading the movement to make bicycling and walking a safe, healthy, and affordable option for transportation and recreation for all Maconites.

Founded in July 2015, we are Macon-Bibb County's first grassroots bicycle and pedestrian advocacy organization working to enhance mobility to create a more vibrant, healthy, and equitable city. Through community leadership and inclusive engagement, Bike Walk Macon has become the city's voice for all things biking and walking.

We seek to make active transportation an option for all Maconites, no matter where they live or where they're trying to go. We work to make our transportation network support active living and additional commuting options.

## CONTACT

**Rachel Hollar Umana**  
Executive Director  
478-335-1236  
Rachel@bikewalkmacon.com

## CONNECT

web: [bikewalkmacon.com](http://bikewalkmacon.com)  
facebook: [/bikewalkmacon](https://www.facebook.com/bikewalkmacon)  
instagram: [@bikewalkmacon](https://www.instagram.com/bikewalkmacon)

## Make Macon move by becoming a 2024 Bike Walk Macon sponsor!

We are a non-profit organization that accomplishes our mission by **advocating** for funding, policies, and infrastructure that improve conditions for bicyclists and pedestrians, organizing **community-building events** including programs like Open Streets Macon, and providing free biking and walking **educational resources**.

2023 marked significant milestones for us! Our youth and senior bike classes expanded to 9 Macon-Bibb County recreation centers. Open Streets Macon reached the Houston Ave. neighborhood, and we introduced our new Play Streets Macon initiative in 4 Macon neighborhoods. In Pleasant Hill, we installed Macon's first protected bicycle track and a vibrant intersection mural on Walnut St. Events like Bike Party, Tattnall Tuesday, and Macon Bike Walk Month thrived, and our advocacy efforts secured major funding for Macon's pedestrian and bike improvements.

Your support is crucial to continuing our efforts. As we are a small organization, every dollar goes right back into our work to make Macon better for all people on its streets. I hope you will review our 2024 sponsor levels and their included benefits and please let me know if you have any questions or would like to learn more about our sponsor opportunities.

Thank you for helping us improve and enhance mobility in Macon. Your visionary support plays a key role in Bike Walk Macon's ongoing positive impact on our community.

Sincerely,

Rachel Umana  
Executive Director



# 2024 BIKE WALK MACON SPONSORSHIP LEVELS

As a valued supporter of Bike Walk Macon, your sponsorship comes with exclusive perks that extend throughout the entire year. Enjoy prominent recognition on our website, featured spots in our email newsletters, and a dedicated presence across our vibrant social media platforms. Elevate your visibility by receiving special acknowledgments at our signature events, such as Open Streets Macon, Bike Walk Month, the Mobility Maker Awards, Macon Bike Party, and our monthly walking series.

SPONSORSHIP LEVELS	Supporting \$500	Advocate \$1000	Champion \$2500	Mobility Maker \$5000
Logo and link on BWM site	✓	✓	✓	✓
Recognition in annual Impact Report	✓	✓	✓	✓
Opportunity for display at annual member party		✓	✓	✓
Special acknowledgement at BWM events		✓	✓	✓
Logo on tshirts + signage at BWM marquee events		✓	✓	✓
Recognition in event press releases			✓	✓
Speaking opportunity at annual member event				✓
Recognition in email newsletter	1x	2x	3x	4x
Social media mentions	1x	2x	3x	4x
Invitation to annual member party	2	2	4	6
Invite to BWM EOY event connecting our top supporters	1	2	3	4

*Additional, custom sponsorship opportunities available upon request.*

YOUR SUPPORT HELPS US GROW OUR MOVEMENT IN MACON, CREATING BETTER STREETS FOR EVERYONE. THANK YOU FOR TRANSFORMING THE WAY WE MOVE AND MAKING BIKING AND WALKING EASIER, SAFER, AND MORE ACCESSIBLE. YOUR CONTRIBUTION IS KEY TO BUILDING A HEALTHIER AND CONNECTED MACON.

# EXCLUSIVE PRESENTING SPONSORSHIP OPPORTUNITIES

Each of our marquee events has one presenting sponsorship opportunity available, providing exclusive recognition on our website and social media channels, along with being showcased in any press releases, digital or printed marketing materials for the specific event. More info about each of our events is available at [www.bikewalkmacon.com/events](http://www.bikewalkmacon.com/events).



## ~~Play Streets Macon~~ - NOT AVAILABLE

- Investment: \$5000 | 3 events per year
- A community-driven initiative opening neighborhood streets for play and community, closing them to through traffic.
- Mobility Maker-level sponsorship recognition.



## Macon Bike Walk Month and Mobility Maker Awards

- Investment: \$5000 | May 2024
- Celebrate biking and walking with free events throughout May, including rides, walks, and the Mobility Maker Party.
- Mobility Maker-level sponsorship recognition.



## Macon Bike Party

- Investment: \$3000 | 2nd Thurs. of each month (Mar-Jun and Sept-Dec)
- A free, slow-paced community bike ride promoting safe riding for all ages and skill levels.
- Champion-level sponsorship recognition.



## Monthly Walking Series

- Investment: \$1500 | 3rd Tues. of each month (Mar-Jun and Sept-Dec)
- A one-hour, medium-pace fitness walk exploring Macon's streets in a healthy way.
- Advocate-level sponsorship recognition.



## Shamrock 'n' Ride | March 2024

### Presenting Sponsor Investment: \$3000

- A super fun, challenging, family-friendly scavenger hunt and fundraising event supporting our mission.
- Champion-level sponsorship recognition.
- Includes 4 complimentary registrations

### Supporting Sponsor Investment: \$500

- Logo on event page and mention on social media
- Special sponsor signage at your business and at event
- Includes 1 complimentary registration