



sponsorship deck 2020

active transportation alliance



MB Bike the Drive 2016
Photo by Travis Roozée



ACTIVE TRANSPORTATION
ALLIANCE



getting to know
active transportation alliance

Family Biking Education Series

Our 2020 Events

Work with the Active Transportation Alliance to capture the attention of tens of thousands of our members, event participants and advocacy campaign participants who live in the Chicago metro area and who value a healthy, active lifestyle. activetrans.org



Winter Bike to Work Rally

JANUARY 24, 2020

The Winter Bike to Work Rally is an event geared towards expert cyclists and newbies alike! The Winter Bike to Work Day Rally is a true celebration of winter cycling in Chicago. Come warm up with goodies from our sponsors and share in comradery with like-minded folks!



Chicago Bike Week & Bike to Work Challenge

JUNE 15-28, 2020

7,000+ people join in on a contest between their companies. Fun, free events. Ride your bike to work and win prizes!

Awards Reception 2020

Awards Reception

MARCH 5, 2020

Please show your support for the power of active transportation in your community while networking with the key players in Chicagoland business and active transportation as we honor those who make our work possible.



Boulevard Lakefront Tour

AUGUST 9, 2020

Enjoy a tour of beautiful neighborhoods that makes Chicago the place it is.



Fifth Third Bike the Drive

SUNDAY, MAY 24, 20

21,000+ bicyclists enjoy 15 miles of car free Lake Shore Drive on the Sunday of Memorial Day weekend.



The Transit Challenge

SEPTEMBER 14-27, 2020

A free two-week challenge designed to increase transit ridership and provide a little fun along the way.



The Amazing Transit Race

SEPTEMBER 20, 2020

This race is a one-day public transit-based event that's part race, part scavenger hunt.



ACTIVE TRANSPORTATION
ALLIANCE



Safe Routes to Schools Program

Why become a sponsor of Active Transportation Alliance?

Working with us can provide great marketing exposure to our 80,000+ members, event participants and advocates, while supporting a local nonprofit, “greening” your business, and creating positive brand association with one of Chicago’s most iconic events.

Create positive brand association for your company.

We have a large audience and we have been earning their trust for a long time:

- + We’re in touch with 80,000+ people per year through our event participants, email lists and social media.
- + We’ve been producing events for 30 years, since Active Transportation Alliance was known as the Chicagoland Bicycle Federation.
- + More than 90% of our participants in Bike the Drive give it a four or five star rating.
- + Our advocacy work is well known in the biking community in Chicago and our success rate is high.

Our events are iconic traditions in Chicago.

Like the Taste of Chicago, Blues Fest, The Chicago Marathon and many others, Bike the Drive is a time-honored tradition that many Chicagoans cherish and participate in year after year.

Our audience is an engaged group with a desirable demographic mix. And we can segment to specifically target your desired audience.

- + Our members are more than 75% educated, high net worth individuals in desirable zip codes in the Chicago metro area.
- + We have the sophistication to give you the desired slice of our audience to match your needs and goals.
- + The majority of our members like to support socially-conscious businesses that are mutually passionate about causes that they value.

+ Enjoy custom sponsorship activations that help you achieve your marketing goals.

With a team of experienced and creative marketing and sponsorship professionals, we are able to customize your activation to maximize your ROI.

Get to know our members

Our 20,000+ awesome members & supporters of Active Trans' work by paying dues to fund our programming, participating in advocacy campaigns and attending our events!

Here's some more information about who they are.

EDUCATION
91% have a college degree

48% have a masters or doctorate degree

PERSONAL SPENDING
73% EXTREMELY LIKELY renewing active trans membership

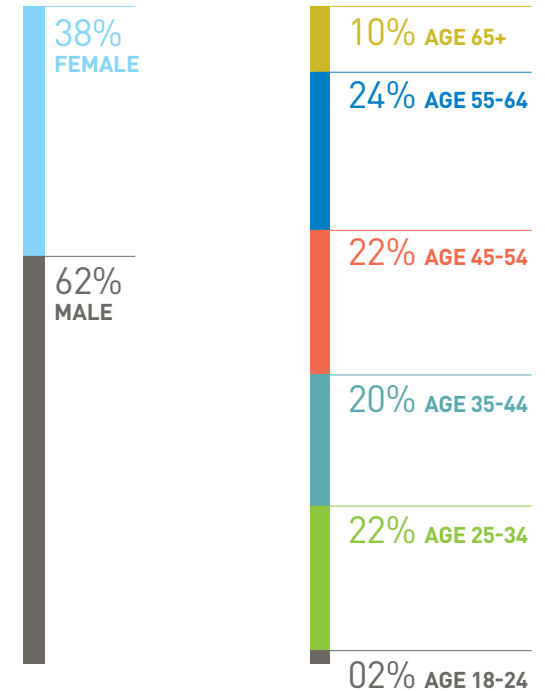
79% FEEL THAT IT IS IMPORTANT supporting companies who are mutually passionate for a cause

77% FEEL THAT IT IS IMPORTANT choosing environmentally conscious companies

HOUSEHOLD INCOME

33% \$125,000+

48% \$100,000-124,999





ACTIVE TRANSPORTATION
ALLIANCE

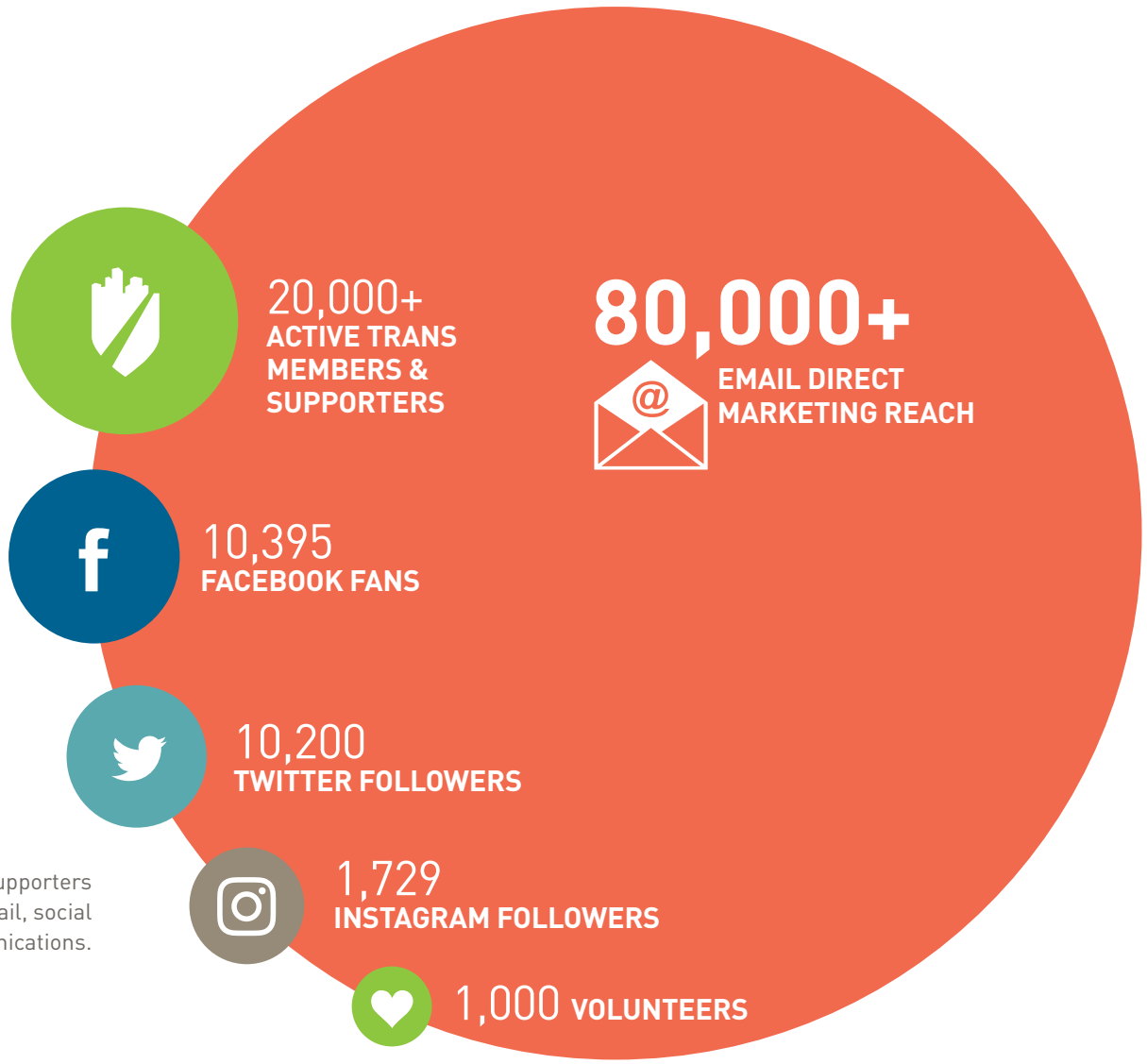


Kids on Wheels Program

Who else we are talking to: Event Participants and Supporters

Active Trans engages in two-way conversations with members, event attendees, campaign supporters and volunteers - who pass on messages about our work and the work of our partners to the Chicagoland community.

Breakdown of the ways our supporters connect with Active Trans via email, social media and face-to-face communications.



Our work

Beyond our events, these programs and campaigns are other ways that Active Trans is building a movement around protecting the environment and active transportation.



Transit Future with Back on the Bus

We're fighting for faster, more reliable bus service to make transit more competitive and reverse recent ridership declines.

Bikeways for All

We're working to build a network of low stress bike routes across Chicagoland that everyone, everywhere can use safely and easily.



Vision Zero

We're fighting for improvements that would make streets safer for everyone, in line with the city's Vision Zero goal to eliminate our traffic fatalities by 2022.

Trail Connect Chicagoland

We're working alongside advocates and government officials to link communities together through a connected regional trail network.



Reach out members & supporters!

Members are the lifeblood of our organization. We are seeking sponsors to help improve our member benefits! See below for current offerings. We are happy to provide sponsor benefits based on value of donation.

Members get extensive benefits:

- Discounts at over 100 bike shops and businesses
- A quarterly printed newsletter.
- Active Trans' Chicagoland Bike Map
- Discounts on all of our fun events
- A \$10 discount on a Divvy membership

Our individual membership starts at \$35.

Active Trans is seeking incentives to improve our Membership Benefits program. Examples of items we are seeking include discounts to online retailers, digital gift cards, and small gifts that can be easily shipped.





getting to know the
winter bike rally

Photo by Anne Evans



Event Overview

Winter Bike to Work Rally

January 24, 2020

The Winter Bike to Work Rally is an event geared towards expert cyclists and newbies alike! The Winter Bike to Work Day Rally is a true celebration of winter cycling in Chicago. Come warm up with goodies from our sponsors and share in comradery with like-minded folks!



Sponsorship Levels		Supporting Sponsor	Major Sponsor	Official Sponsor
Cash Investment		\$1,500	\$2,500	\$5,000
# of Sponsorships Available at this level		5	2	1
Event Communication	Exclusivity in your industry category			•
Social Media	# of Facebook posts, Tweets and Instagram photos		1	2
	Opportunity to submit prizes to be distributed in social media engagement contests	•	•	•
	Incorporation of corporate name into hashtags			•
Advertising & Promotion	Corporate logo/link on event website	•	•	•
Event Collateral	Logo included on signage at the Winter Bike to Work Rally	•	•	•
	Opportunity to send staff to table and distribute giveaways at the Winter Bike to Work Rally	•	•	•



ACTIVE TRANSPORTATION
ALLIANCE



getting to know the
Annual Awards Reception



Chicago Mayor Rahm Emanuel at the 2013 Awards Reception

Event Overview

Please show your support for the power of active transportation in your community.

March 5, 2020

Network and mingle with like-minded professionals while we honor those who make this work possible.

For more than a quarter century, Active Trans has been working for healthy and sustainable transportation options in communities and neighborhoods around the region. This is our time to recognize those people who have been making our work possible.

Awards Reception 2020	Sponsorship Levels				
	Friend	Partner	Champion	Grand Peleton	
Cash Investment	\$2,500	\$5,000	\$10,000	\$15,000	
Tickets	Regular Tickets	10	10	15	20
Advertising & Promotion	Recognition on event website	•	•	•	•
	Recognition in event emails and e-invite		•	•	•
	Number of social media posts			1	2
On-site Promotion & Acknowledgment	Continuous recognition on video screens at Awards Reception	•	•	•	•
	Announcemnts acknowledging your support at event	•	•	•	•
	Recognition in printed program (deadline February 28, 2019)	•	•	•	•
Additional Benefits	Business Membership to Active Trans (category dependent on support level)	Basic	Bronze	Gold	Platinum
	VIP tickets to the MB Bike the Drive for the use of your staff, clients or friends	2	4	8	10

Silent Auction

Active Trans is continuously seeking high end items or experiences for our silent auction. We are happy to provide sponsor benefits based on value of donation.



FIFTH THIRD
BANK

BIKE THE DRIVE
ACTIVE TRANSPORTATION
ALLIANCE



getting to know

Fifth Third Bike the Drive
Photo by Anne Evans



Fifth Third Bike the Drive
Photo by Chelsey Little

Event Overview

Join us in celebrating
Fifth Third Bike the Drive!

Active Trans kicks off the summer in Chicagoland by producing this iconic event, in which 21,000+ bicyclists enjoy 15 miles of car-free Lake Shore Drive on the Sunday of Memorial Day weekend.

Sunday, May 24, 2020

Post-ride festival in Grant Park until noon.

53bikethedrive.org

A signature event for the City of Chicago

Fifth Third Bike the Drive is the second largest car-free bike event in the country.

When Bicycling Magazine named Chicago as the most bike-friendly city in the US, this event was specifically listed as a major factor for the city's ranking.



Fifth Third Bike the Drive
Photo by Anne Evans



FIFTH THIRD
BANK

BIKE THE
DRIVE
ACTIVE TRANSPORTATION
ALLIANCE

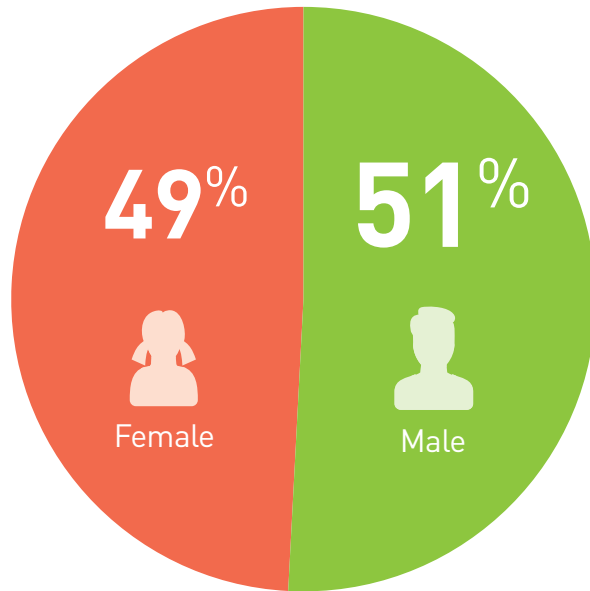
Attendance Demographics



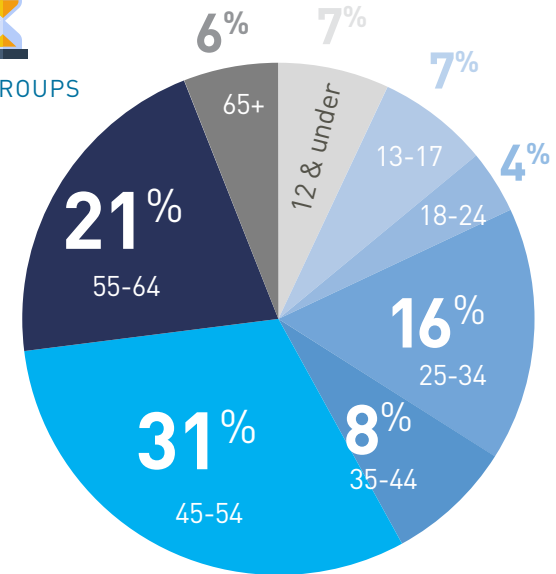
FIFTH THIRD BANK



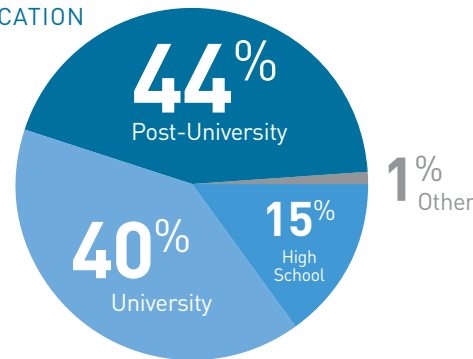
GENDER



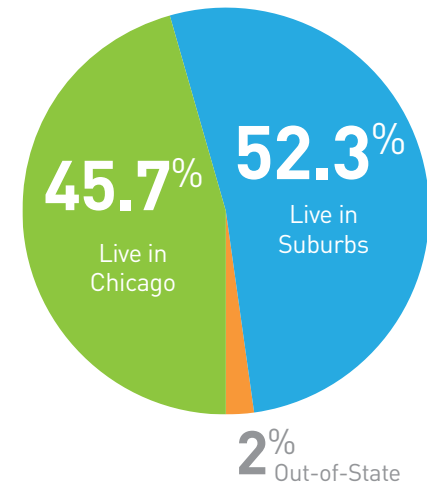
AGE GROUPS



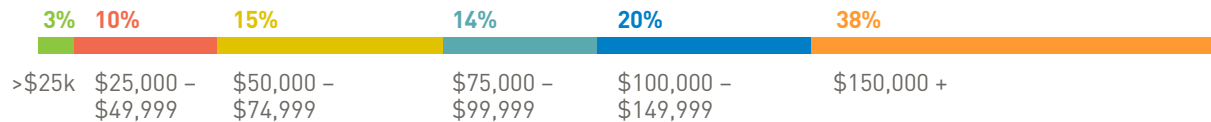
EDUCATION



LOCATION



HOUSEHOLD INCOME





ACTIVE TRANSPORTATION
ALLIANCE



Fifth Third Bike the Drive
Photo by Gary Forcier

Attendance Survey Statistics 2018 & 2019



FIFTH THIRD
BANK



RIDERSHIP

20,000 RIDERS
(Five year average)

20,450 RIDERS IN 2019

PERSONAL SPENDING

68% FEEL THAT IT'S
IMPORTANT
to their spending
decisions that a company
understands and supports
causes they care about



81% FEEL THAT IT'S
IMPORTANT
to support "green"
or environmentally
conscious companies



EDUCATION



40%
have a college degree

44%
have a masters or
doctorate degree

THE RIDER EXPERIENCE

95% LOVED
THE EVENT
and gave it a
rating of
4 or 5 out of 5!



HOUSEHOLD INCOME



33%
\$125,000+

13%
\$100,000-124,999+

OUR YOUTH DEMO

25%
have youth in
household



14%
are youth
(under 18)
participating
with family



Social Media



Facebook

- + **10,395 Followers**
- + Posts average reach = 1,352/post
- + Total post reach = 5,707/week



Twitter

- + **10,200 followers**
- + 1.1 million organic impressions on Twitter in 2019
- + Average of 2,600 impressions/day
- + 250,000 people saw our tweets the weekend of 2019 BTD
- + #bikethedrive used nearly 1,000 (928) times in May, 2019



Instagram

- + **1,729 followers**
- + #bikethedrive used 2,000+ times



sponsorship activation: rei





sponsorship activation: chicago blackhawks

Whole Foods Market®



sponsorship activation: whole foods market



Sponsorship Levels		Festival Exhibitor	Supporting Sponsor	Major Sponsor	Official Sponsor	Gold Sponsor	Title Sponsor
Cash Investment		\$1,200	\$7,500	\$15,000	\$30,000	\$50,000	\$125,000
# of Sponsorships Available at this level		30	10	5	5	2	1
Event Communication	Exclusivity in your industry category					•	•
	Corporate name built into all instances of written event name						•
Social Media	# of Facebook posts, Tweets			1	2	3	4
	Incorporation of corporate name into #hashtags						•
Advertising & Promotion	Corporate logo/link on sponsorship webpage		•	•	•	•	•
	Special offer or promotion in the Virtual Event Bag (\$500) value		•	•	•	•	•
	Ad in Active Trans' spring quarterly newsletter				•	•	•
	Corporate logo in all website page footers					•	•
Event Collateral	Corporate logo on the back of all event t-shirts, way-finding maps and event Ride Guides (qty 20,000)		•	•	•	•	•
	Opportunity to include a coupon in Ride Guide (qty. 20,000)			•	•	•	•
	Corporate logo on event brochure (qty. 7,000)			•	•	•	•
	Corporate logo placement on event bookmark (qty. 10,000)		•	•	•	•	•
On-site Exposure	Tent at post-ride festival	•	•	•	•	•	•
	Complimentary entries into the event	2	5	5	10	100	200
	Identification as sponsor during verbal announcements		•	•	•	•	•
	Option to provide banners for the start/finish			2	4	8	12
	Option to provide banners to be hung in post-ride festival			2	4	8	12
	Option to add additional space for on-site activations				•	•	•



30-Mile Challenge Sponsorship – Naming Rights



In 2018, Active Trans added the 30-Mile Challenge as a new way for people to experience the event and Lake Shore Drive.

We encouraged riders to challenge themselves to ride all 30 miles of the course and track their progress on a trip-tracking app of their choice! Once completed, they walked away with a small token for their accomplishment! Thousands of riders took the Challenge in 2019, we added finisher medals for those that successfully completed the full course. This year we are looking to expand the experience and offer a custom 30-Mile Challenge tech t-shirt and a 30-Mile Challenge photo booth for those who take Fifth Third Bike the Drive to the next level!

We are offering exclusive naming rights for the 30-Mile Challenge and see this as a special way to reach our highly engaged participants.

FEE: \$10,000 and comes with all benefits associated with Supporting Sponsor Level



Fifth Third Bike the Drive
Photo by Gary Forcier

Youth Scholarship Sponsorship – Naming Rights

Each year Active Transportation Alliance provides complimentary tickets for Fifth Third Bike the Drive to 200 young people who would typically not be able to attend.

During the application process, the organizations representing these students must demonstrate their potential use of the bicycle as an energy-efficient, economical and non-polluting form of transportation and as a healthful and enjoyable form of recreation. Active Trans understands the importance of reaching all citizens and providing an opportunity to enjoy the beauty of being on a car-free Lake Shore Drive, which is why we offer these scholarships to local youth.

For Fifth Third Bike the Drive 2020, Active Trans is seeking a naming sponsor for our scholarship program. This is a position of distinction as there will only be one sponsor of this program and the funds will not only be supporting our mission, it will be helping 200 young people experience a very popular and fun event.

FEE: \$10,000 and comes with all benefits associated with Supporting Sponsor Level (plus Active Trans will issue a press release highlighting sponsor and their support of this important initiative).



Fifth Third Bike the Drive
Photo by Anne Evans

Green Team Sponsorship – Naming Rights

In 2019, Subaru was the Exclusive Sponsor of the Fifth Third Bike the Drive Green Initiative including the Green Team!

We are once again seeking a Naming Sponsor of this activation! During Fifth Third Bike the Drive, participants are encouraged to use compost and recycling receptacles and our Green Team members are standing to help assist.

FEE: \$10,000 and comes with all benefits associated with Supporting Sponsor Level sponsorship



Fifth Third Bike the Drive
Photo by Gary Forcier

Fifth Third Bike the Drive Virtual Event Bag

(Event Date: May 24, 2020)

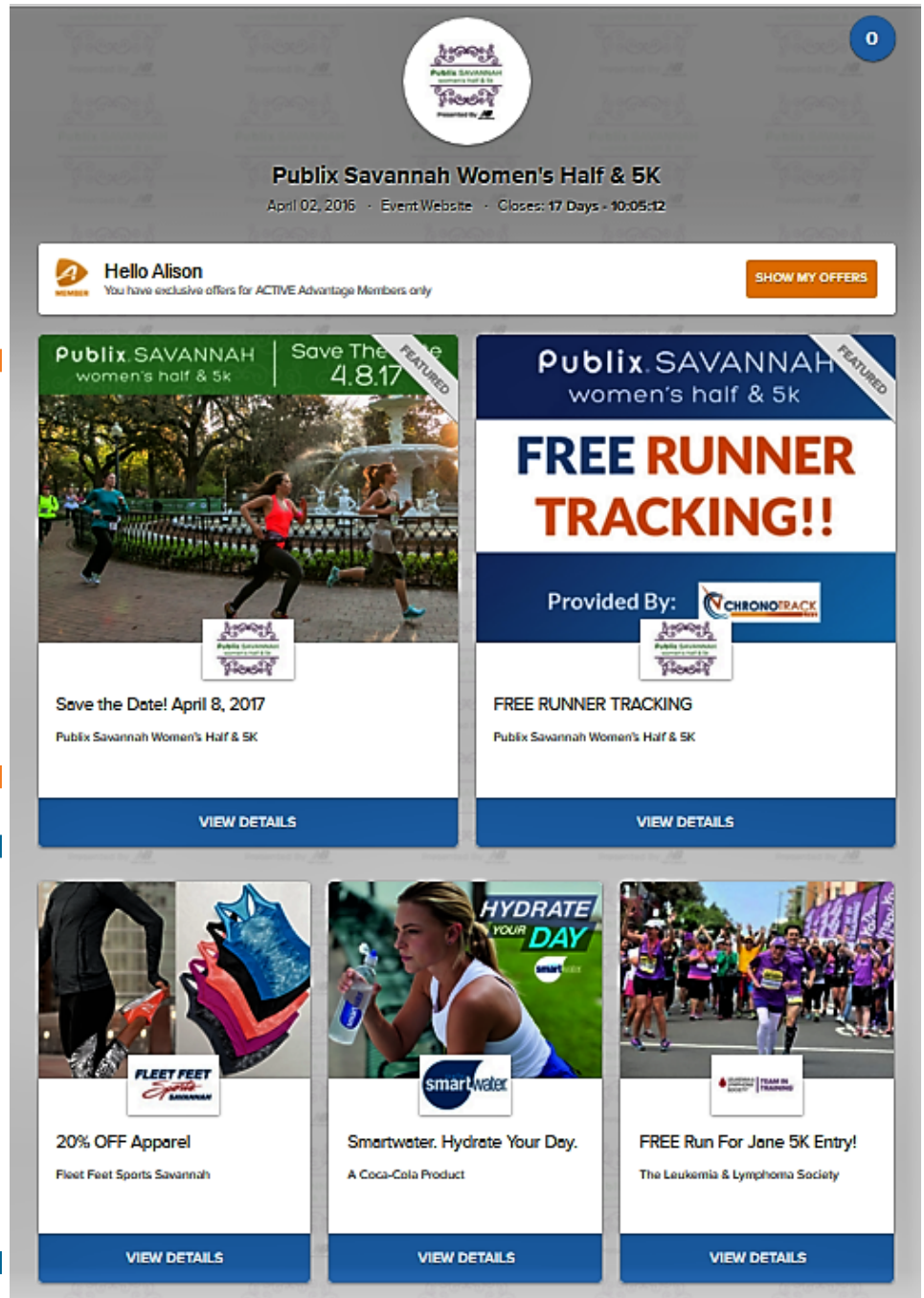
Reach our 21,000+ participants of Fifth Third Bike the Drive through our Virtual Event Bag. Up to 75% of event participants visit a Virtual Event Bag. This is 10x typical email campaigns! With responses like that, this sponsorship benefit is well worth the expense.

Ad types can include Voucher (emailed voucher), Discount (online store promo code), Advertisement, Document Share and more!

The Virtual Event Bag will be sent out three times (twice before the event and once before it closes.

Premium Placement
\$1,500

Standard Placement
\$500



ACTIVE TRANSPORTATION ALLIANCE
PRESENTS

CHICAGO BIKE WEEK

Style

ACTIVE TRANS AVE
NEW BELGIUM ST
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BIKE LAW LANE
ACTIVE TRANS AVE
NEW BELGIUM ST
BIKE LAW LANE



getting to know
chicago bike week



Bike to Work Rally 2016

Event Overview

June 15 – 28, 2020

For the fifth year in a row, Active Transportation Alliance will produce Chicago's official Bike Week. This event has continuously proved to be a successful celebration of the city's commitment to become more bicycle friendly and environmentally conscious.

The free events of Bike Week promote the benefits of cycling and are a significant part of what makes our city a wonderful place to live and visit.

The week-long celebration has something for everyone. In 2019, an estimated 10,000 cyclists participated in a range of events and engaging programming during the week.

Chicago Bike Week Events

Bike Week Rally

The celebrations will kick off at Daley Plaza on Friday, June 19! Participants enjoy free give-a-ways from our sponsors including the official Bike Week t-shirt, bike-themed entertainment and more!

Bike to Work Challenge

Active Trans' wildly popular Bike to Work Challenge returns once again! More prizes, more glory, more fun! See following slides for more information.

Chicago Lakefront Trail Celebration

Join us at Theatre on the Lake! We will celebrate the progress recently made on the Lakefront Trails for people walking and biking.

And more . .

We are happy to customize events to fit the needs of our sponsors and partners.



Bike to Work Challenge Pit Stops

Each year nearly 1,000 companies/ organizations and more than 4,000 individual participants – from the Chicago metro area sign up for the competition and track their trips via our website.

Bike to Work Challenge Pit Stops across Chicago

Active Trans' sponsors and partners host dozens of pit stops throughout the morning commutes all week and serve as a great opportunity for our participants to get to know us better! Active Trans distributes thousands of water bottles, event materials and sponsor donated swag throughout the Chicago metro area.

- + June 2020
- + Freebies and bike repair checks for bike commuters!
- + Schedule to be posted at:
<http://biketoworkchallenge.org>



PIT STOPS 2020

- + Polish Triangle
- + Field Museum
- + Timbuk2
- + Lakefront Path and more. . .

Bike to Work Challenge Participants

Companies
Nearly 1,100

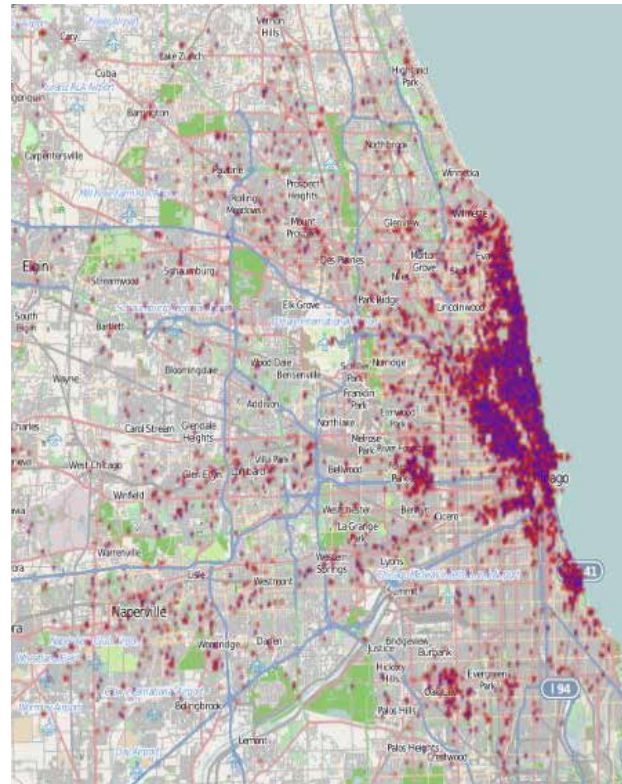
Participants
4,000

Ecological impact
The challenge saved the Chicago metro region 200,728 lbs of carbon emissions.

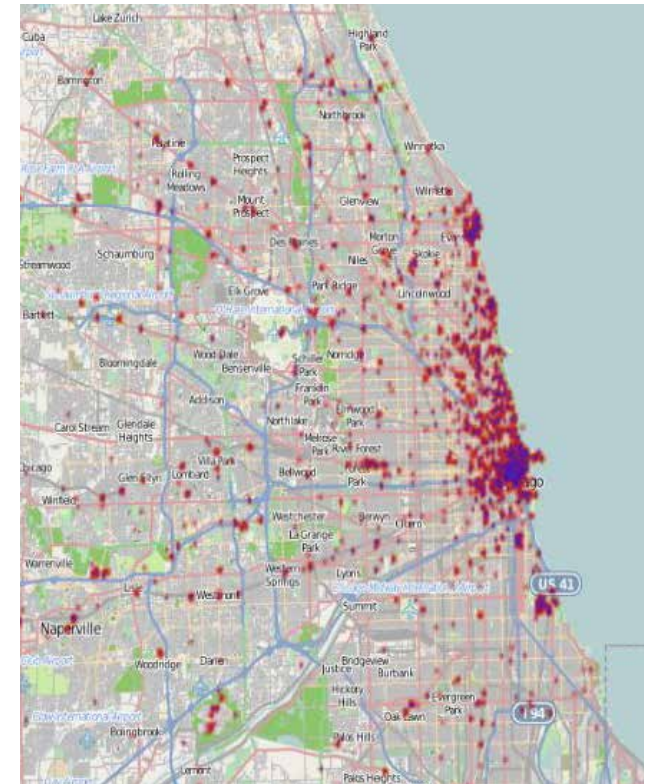
Our commuters rode their bikes from their homes in the suburbs.

Does your business have locations along the paths between these homes and offices?

Commuter points of origin



Commuter work locations



Bike to Work Challenge Additional Offerings:

Participant Swag Bag Placement!



What's the best way to win the hearts of our participants!? By letting them try your products first hand.

We offer all Team Leads a BCC Swag Bag filled with goodies from our partners and sponsors.

(Included in sponsorship or can be purchased a la cart for \$400)

Want to participate but don't have swag on hand?
Active Trans can source a custom item with your logo printed on it! Ask us how!



Pit Stops



Press Hits

CHICAGO

How to Improve Your Bike-to-Work Experience

From the Chicago program director of the League of Bicycles, and Alexis Demie, co-owner of BFF Bikes in Oakbrook

BY HENRY MOSES

Participants at the annual Bike to Work Rally

- 1 Add prize-winning fenders,** such as those from Longboard USA (usa.usa.com). Discover who wants to arrive at the office with BFF gear?
- 2 Don't wear a backpack.** To avoid a nasty aching back strain, carry your stuff in a basket clipped to your rear rack. Kijaro likes the No Cargo Loop Fenders (\$14, BFF Bikes).
- 3 Consider a bag holder.** Ejected a bike vesicant for fear of jinx withdrawal? Here goes your last excuse. The PDW Bag-its (\$22, bikegear.com) attaches right to your handlebars.
- 4 Pick the right helmet.** Bystr suggests the Giro Bottom (\$80, giro.com). "It's an urban-style look, but super-lightweight and well-ventilated."

The article appears in the July 2015 issue of Chicago magazine. [Subscribe to Chicago magazine.](#)

Oredeye

STAR WARS | GIFT GUIDE | TRENDING | NEWS | EAT & DRINK | THE FILLER | PHONES/ANDROID | ADVERTISING

Gear up: Chicago Bike Week starts Friday

STREETSBLOG CHICAGO

Chicago Policy | Design | Local Businesses

Posts tagged 'Bike to Work Rally'

Friday, June 19, 2015

Scheinfeldt Lauds City's Bike Wins at Rally, Burke Urges Crowd to Ask for More

by John Greenleaf

Scheinfeldt, second from left Chicago colleague Janet Allen Weiss, Burke. Photo: John Greenleaf

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Thanks to our sponsors

LAWYER JIM
FRLAWLLC.COM

A Selection of 2019 B2WC Participants



Bike Week – Bike to Work Challenge & Rally*



Sponsorship Levels		Supporting	Major	Official	Presenting	Title
Cash Investment		\$7,500	\$15,500	\$30,000	\$50,000	\$100,000
Benefits	Social Media mention	1	1	2	3	4
	Company name incorporated into hashtag				•	•
	Logo on website	•	•	•	•	•
	Logo on Bike Week Poster, distributed to 2,000 locations	•	•	•	•	•
	Opportunity to be on site/display at Rally & Lakefront Trail Party			•	•	•
	All benefits associated with Major Sponsorship of Bike Commuter Challenge			•	•	•

* Stand alone opportunities to be on site at the Bike Week Rally are available.

Contact Director of Marketing and Special Events, Clare McDermott at clare@activetrans.org or 312.216.0466 for more information.



	Sponsorship Levels	Supporting Sponsor	Major Sponsor	Official Sponsor	Presenting	Title
	Cash Investment	\$5,000	\$7,500	\$15,000	\$30,000	\$75,000
Event Communication	Exclusivity in your industry category				•	•
On-site Activation	Opportunity to be present at Team Leader Training Night	•	•	•	•	•
	Ability to have Official Pit Stop at your location (limit one)		•	•	•	•
Social Media	# of Facebook posts and Tweets		1	2	3	4
	Opportunity to submit prizes to be distributed in social media engagement contests	•	•	•	•	•
	Incorporation of corporate name into #hashtags					•
Advertising & Promotion	Corporate logo/link on event website	•	•	•	•	•
	Logo/link and about 20 words of copy promoting deals and/or contests for your company	•	•	•	•	•
	Logo included on posters distributed to high-traffic locations	•	•	•	•	•
Event Collateral	Logo included on pit stop signage grouped with your sponsorship tier	•	•	•	•	•
	Opportunity to provide give-away at official Bike Pit Stops	•	•	•	•	•
	Logo included on all presentations offered to participating companies	•	•	•	•	•

* Based on bike/foot traffic at your location, Active Trans may recommend an alternate location nearby that may be more successful.



getting to know
the boulevard lakefront tour



Event Overview

The Boulevard Lakefront Tour is Active Trans' most beloved bike event and goes all the way back to 1989! Riders can choose from 3 routes which will take them through some of Chicago's most interesting yet sometimes less-traveled neighborhoods. Along the way, we'll highlight historical points of interest and fascinating sites that make Chicago unique! Afterwards, we will gather for a cold beverage and bite while we swap tales the day's adventures!

August 9, 2020

Participants will be starting their rides between 6:30am and 9:30am.

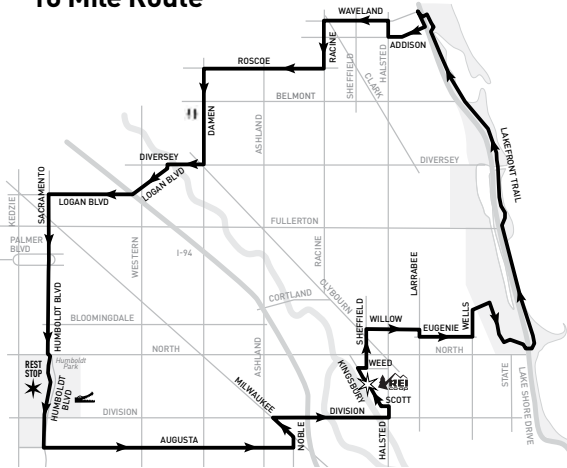
Event Route

Boulevard Lakefront Tour is **one of the longest-running group bike rides in Chicago.**

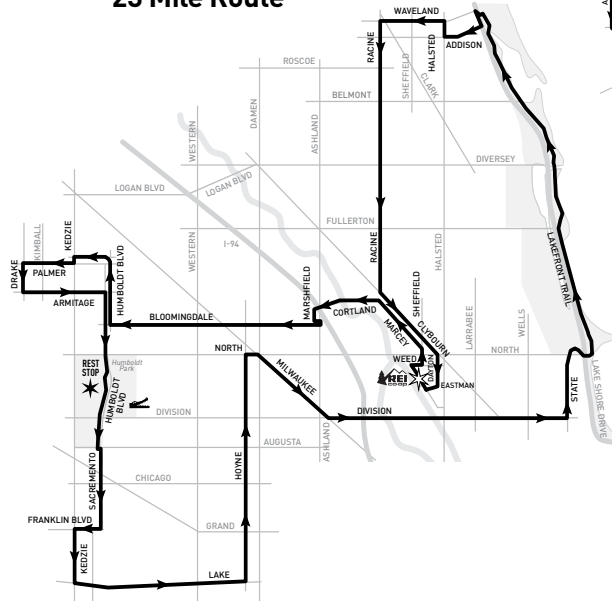
Enjoy a tour of beautiful neighborhoods that makes Chicago the place it is. Then revel in the post-ride glow with fellow cyclists over a cold beverage and some nibbles while swapping tales from the day!

In 2019, the route took riders through the north, west & south sides of Chicago via 16, 23, & 37-mile routes.

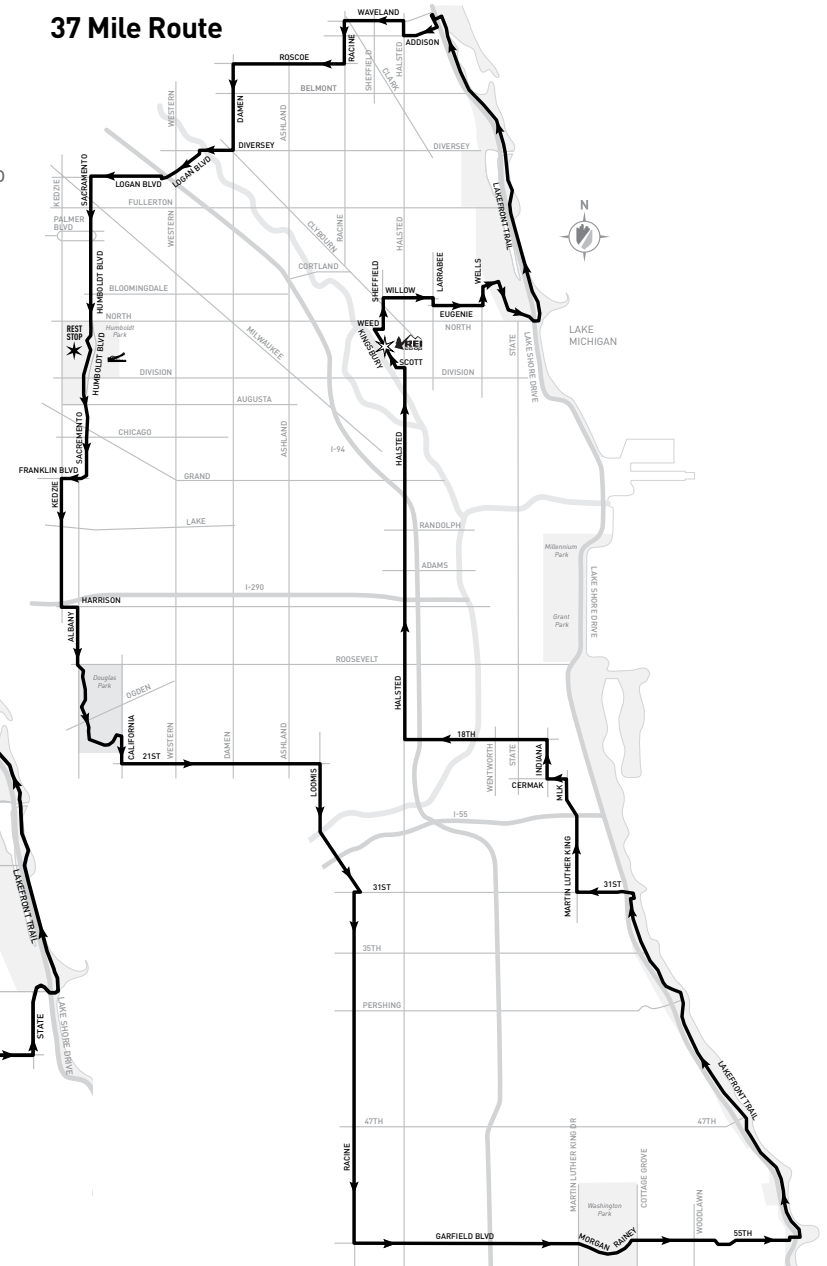
16 Mile Route



23 Mile Route



37 Mile Route



Attendance Survey Statistics

RIDERSHIP

1,500 RIDERS
(Five year average)

2,741 RIDERS
(Best year: 2013)

WELL OFF

32%
\$125,000+

49%
\$100,000+

YOUTH DEMO

18% are youth (under 18) and this number is increasing yearly

EXPERIENCE

82% LOVED THE EVENT and gave it a rating of 4 or 5 out of 5!





Sponsorship Levels		Major Sponsor	Official Sponsor	Gold Sponsor	Naming Sponsor
Cash Investment		\$2,500	\$5,000	\$10,000	\$20,000
# of Sponsorships Available at this level		5	5	2	1
Event Communication	Event logo will include your corporate logo name				•
	Exclusivity in your industry category		•		•
	Logo on event website	•	•	•	•
	Two sponsor offer e-mails to participants	•	•	•	•
	Logo on all paid advertising		•	•	•
	Logo on print materials - event brochure/postcards/posters		•	•	•
On-site Exposure	Complimentary event entries	5	10	20	40
	Inclusion in event announcements & logo on sponsor thank you signage	•	•	•	•

Introducing **Two** *NEW* Events



Active Trans is rolling out two transit-themed events for 2020 to more accurately reflect our mission in our event offerings!

The Transit Challenge is a free two-week challenge designed to increase transit ridership and provide a little fun along the way. People can either enter as an individual or as a corporate team, similar to our Bike to Work Challenge. Prizes, glory, and that warm and fuzzy feeling knowing that you're doing some better for the environment than driving or ride-hail. We hope this event will encourage people to choose transit more often or try something new altogether!

September 14 – 27, 2020



The Amazing Transit Race is a one-day public transit-based event that's part race, part scavenger hunt. Teams of four are provided a list clues that will ultimately lead them to 5 locations and they'll need to strategize the quickest routes using only CTA. First team to return wins! Costumes and adventurous attitudes highly encouraged. This unique event will start and end at Revolution Brewing on Kedzie.

Sunday, September 20, 2020

THE TRANSIT SERIES

	Sponsorship Levels	Supporting Sponsor	Major Sponsor	Official Sponsor	Presenting	Title
	Cash Investment	\$2,500	\$3,500	\$5,000	\$7,500	\$10,000
Event Communication	Exclusivity in your industry category				•	•
On-site Activation	Ability to have presence at the Amazing Transit Race	•	•	•	•	•
Social Media	# of Facebook posts, Instagram posts and Tweets		1	2	3	4
	Incorporation of corporate name into #hashtags & linked as event co-host on Facebook event page					•
Advertising & Promotion	Corporate logo/link on event website	•	•	•	•	•
	Logo/link and about 20 words of copy promoting deals and/or contests for your company	•	•	•	•	•
	Logo included on posters distributed to high-traffic locations	•	•	•	•	•
	Custom sponsor activation integrated into event (either digital or live)		•	•	•	•
Event Collateral	Logo included on all presentations offered to participating companies	•	•	•	•	•



ACTIVE
TRANSPORTATION
ALLIANCE

& you

are you ready
to join forces?



We're a powerful voice and we're fighting the good fight, uplifting our constituents and our sponsors alike. Take a leap today. Let's take this journey together.

Clare McDermott | Director of Marketing & Special Events
clare@activetrans.org | 312.216.0466

Tom Velev | Events Manager
thomas@activetrans.org | 312.967.1018