



Sponsorship Deck 2022

Active Transportation Alliance



Fifth Third Bike the Drive
Photo by Travis Roozée



ACTIVE TRANSPORTATION
ALLIANCE



Getting to Know Active Transportation Alliance

Family Biking
Education Series

Our 2022 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



Chicago Bike Month

MAY 1–MAY 31, 2022

Join Active Transportation Alliance for our annual celebration of what makes biking great in Chicago! This year we will highlight a few of our community partners that are making a difference in their neighborhoods.



Bike Challenge

JUNE 6–JUNE 19, 2022

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



Fifth Third Bike the Drive

SUNDAY, SEPTEMBER 4, 2022

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



Walk Challenge

OCT 24–NOV 6, 2022

Piloted in 2020, we are excited to bring back our 1st Annual Walk Challenge! This event is free and open to anyone using a mobility aid or device.



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Why Become a Sponsor of Active Trans?

Safe Routes to Schools Program

Your Sponsorship: A Healthier, Greener, More Equitable Chicagoland

When our options for walking, biking, and transit are inadequate and even dangerous, more people are forced to own and drive cars. That means more greenhouse gas emissions. More air pollution that makes people sick. And more barriers to opportunity for our most vulnerable residents.

Many people are unable to drive or can't afford to drive. This means that the gaps in a transportation system like ours are felt most by people of color in lower-income communities — people who rely the most on buses, bikes, and walking to access jobs, healthcare, schools, grocery stores, and more.

That's why Active Trans exists – to make transportation in our region safe, sustainable, and accessible to everyone.

With your support, we can make an even bigger difference.

Did you know?

Transportation is the #1 source of climate warming greenhouse gas emissions in the U.S. and Illinois.

Active Trans Won Big in 2021

2021 Highlight: Bipartisan Infrastructure Law

Thanks to the efforts of Active Trans and others, the 2021 federal infrastructure legislation contained unprecedented funding for walking, biking, and public transit.

This investment will remove one of the biggest barriers to implementing walking and biking projects: lack of funding. It will also allow Chicago to make all CTA stops wheelchair accessible.

Active Trans played a major role in achieving these wins in 2021:

- Successfully helped pass legislation that eliminates an inequitable funding-match rule that left many communities, particularly low-income communities, unable to afford sidewalks and biking infrastructure along state roads.
- After years of advocacy, CTA and Metra finally instituted a discounted fares program.
- The city of Chicago committed to 100 miles of “new and upgraded” bike lanes coming over the next two years, including a 50 percent increase in protected bike lanes.
- Chicago region counties are now allowed to spend gas tax on walking and biking infrastructure, not just new roads.



Your Company and Active Trans: Making an Impact Together

Your support will help advance powerful advocacy and movement building, so together we can make a region that is more sustainable, equitable, and healthy. Here are our four priorities in 2022.

Reliable and Accessible Transit

Building bus rapid transit and a citywide network of bus priority streets.

Include Active Transportation in Climate Action Plans

State and regional plans to reduce greenhouse gas emissions are currently being drafted, we're pushing for these to include ambitious goals to lower emissions through a shift to active modes of transportation.



Safe Streets for All

Pushing a citywide protected bike lane network and connected regional trail network.

Ensure Infrastructure Money Advances Sustainable, Equitable Transportation

This moment is unprecedented in terms of the amount of funds available for transportation; we must ensure that funding prioritizes active modes of transportation.

Get to Know Our Members & Supporters

Active Trans' 20,000+ awesome members & supporters play an integral role in our work by paying dues, participating in advocacy campaigns, volunteering, 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

38%
FEMALE

62%
MALE

10% AGE 65+

24% AGE 55-64

22% AGE 45-54

20% AGE 35-44

22% AGE 25-34

02% AGE 18-24



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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.



Reach Our 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.
- 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.





FIFTH THIRD
BANK

**BIKE THE
DRIVE**
ACTIVE TRANSPORTATION
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Getting to Know Fifth Third Bike the Drive

Fifth Third Bike the Drive
Photo by Anne Evans



Fifth Third Bike the Drive
Photo by Chelsey Little

Event Overview

Join us in celebrating the 21st Annual
Fifth Third Bike the Drive!

New later start time! 6:30am!

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

Sunday, September 4, 2022

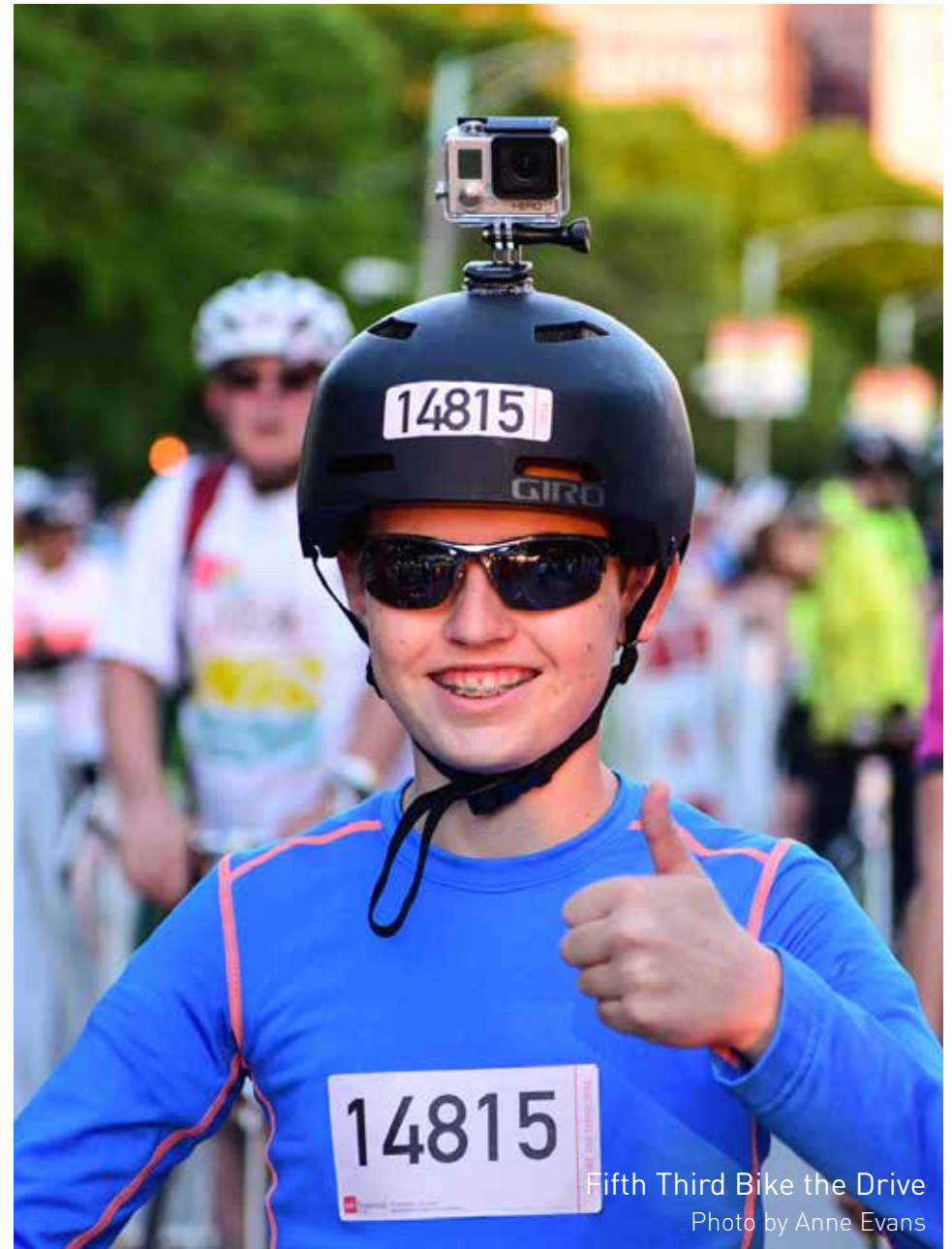
Post-ride festival in Grant Park until noon.

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



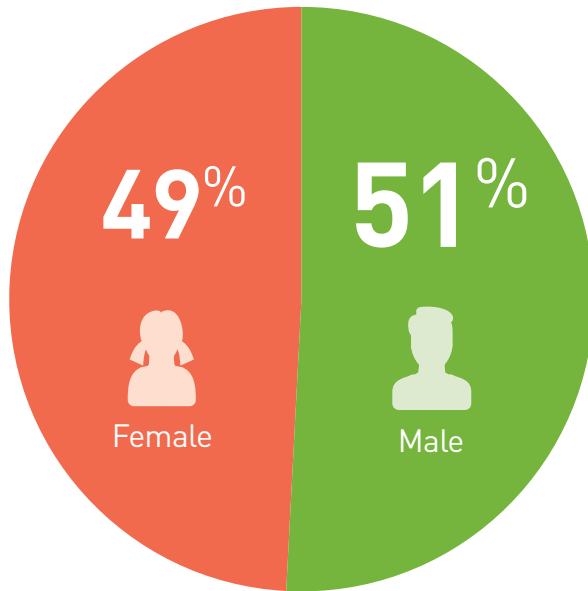
Attendance Demographics



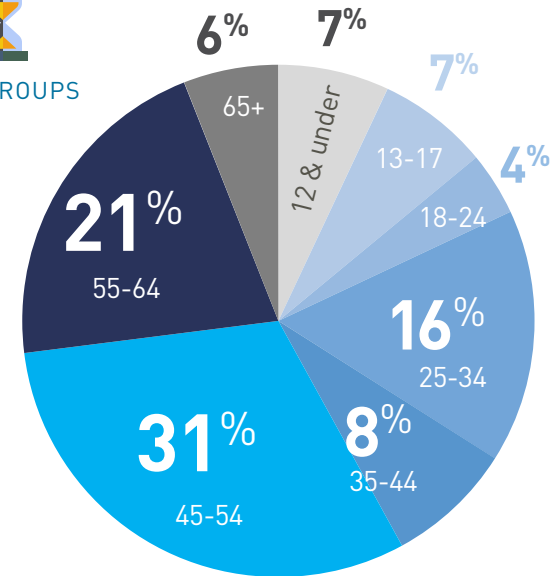
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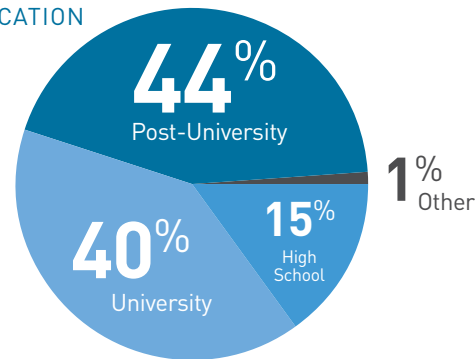
GENDER



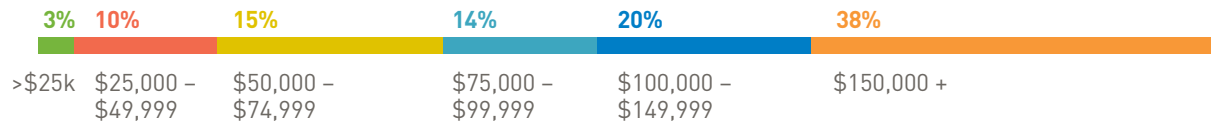
AGE GROUPS



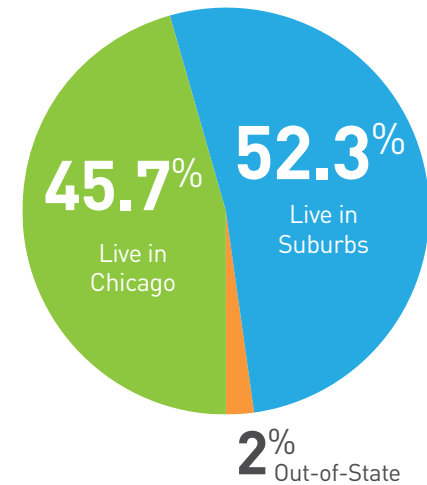
EDUCATION



HOUSEHOLD
INCOME



LOCATION





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Fifth Third Bike the Drive
Photo by Gary Forcier

Attendance Survey Statistics 2019 & 2021



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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

+ **12,143 Followers**

- + Posts average reach = 1,352/post
- + Total post reach = 5,707/week



Twitter

+ **12,400 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

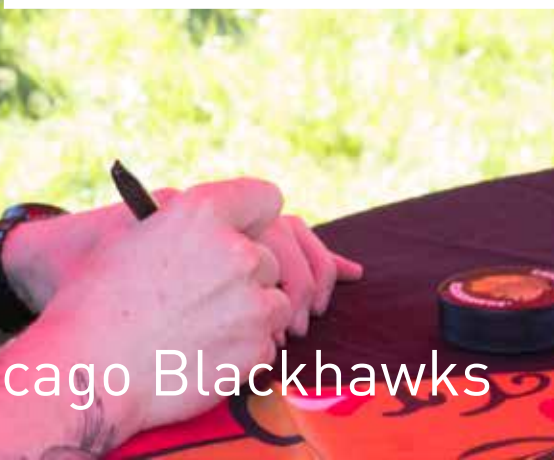
+ **2,788 followers**

- + #bikethedrive used 2,000+ times



Sponsorship Activation: REI





Sponsorship Activation: Chicago Blackhawks



Sponsorship Activation: Whole Foods Market

Sponsorship Levels		Festival Exhibitor	Supporting Sponsor	Major Sponsor	Official Sponsor	Gold Sponsor	Title Sponsor
Cash Investment		\$1,600	\$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' winter 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)			•	•	•	•
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				•	•	•

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 2022, 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

FIFTH THIRD BIKE THE DRIVE INDIVIDUALIZED SPONSORSHIPS

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

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 after the event).

Premium Placement
\$1,500

Standard Placement
\$500

The screenshot displays the 'Publix Savannah Women's Half & 5K' Virtual Event Bag. At the top, it shows the event title, date (April 02, 2016), and a 'Goes: 17 Days - 10:05:12' timer. Below this is a 'Hello Alison' personalized greeting for an ACTIVE Advantage Member, with a 'SHOW MY OFFERS' button. The main content area features five promotional tiles, each with a 'VIEW DETAILS' button at the bottom. The top row includes a 'Save the Date' tile for April 8, 2017, and a 'FREE RUNNER TRACKING!!' tile provided by CHRONOTRACK. The bottom row features a '20% OFF Apparel' tile from Fleet Feet Sports Savannah, a 'Smartwater. Hydrate Your Day.' tile (a Coca-Cola product), and a 'FREE Run For Jane 5K Entry!' tile for The Leukemia & Lymphoma Society.



Getting to Know Chicago Bike Month



Bike to Work Rally 2016

Event Overview

May 1 – May 31, 2022

For the sixth year in a row, Active Transportation Alliance will produce Chicago's official Bike Month. 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 Month promote the benefits of cycling and are a significant part of what makes our city a wonderful place to live and visit.

The month-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 Month Events

Advocacy Round Tables

Join us for co-hosted discussions by Active Trans and Ride Illinois on the upcoming elections and a vision for Illinois' sustainable transportation platform.

Ride of Silence

Active Trans is proud to support the 20th Anniversary Ride of Silence on Wed, May 18. This event aims to raise the awareness of motorists, police and city officials that cyclists have a legal right to the public roadways and is also a chance to show respect for those who have been killed or injured.

Streets Calling Bike Club

Join us on Saturday, May 12 for a ride with Streets Calling Bike Club! Streets Calling is a Black Owned Cycling Club focused on social activism, entrepreneurship, and the support of promoting black culture. They are dedicated to increasing health and wellness, while using their network to support Minority Owned businesses in Chicago's most urban communities.

Active Trans X Rev Brew

Join us at Revolution Brewing on Wednesday, May 25th as we celebrate a successful Bike Month and look ahead to what changes you'd like to see in your community! Come make your voice heard and enjoy a few suds on our friends at Rev Brew!



Bike Month



Benefits	Sponsorship Levels	Supporting	Major	Official	Presenting	Title
	Cash Investment	\$1,500	\$2,000	\$5,000	\$7,000	\$10,000
	Social Media mention	1	2	2	3	4
	Company name incorporated into hashtag				•	•
	Company name and link on website	•	•	•	•	•
	Opportunity to be on site/display at Bike Challenge pit stop			•	•	•



PRESENTED BY KEATING LAW OFFICES

Getting to Know the Bike Challenge

Bike Challenge Participants

Companies

Nearly 1,100

Participants

4,000

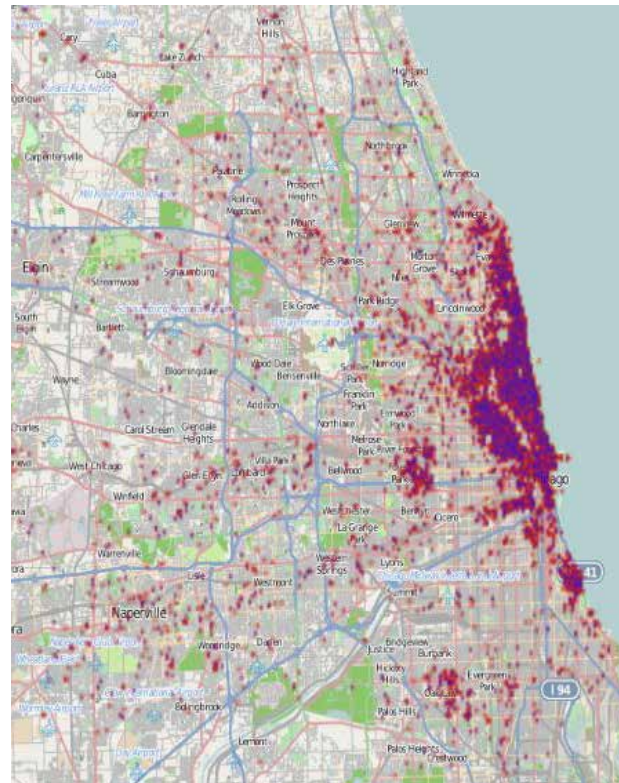
Ecological impact

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

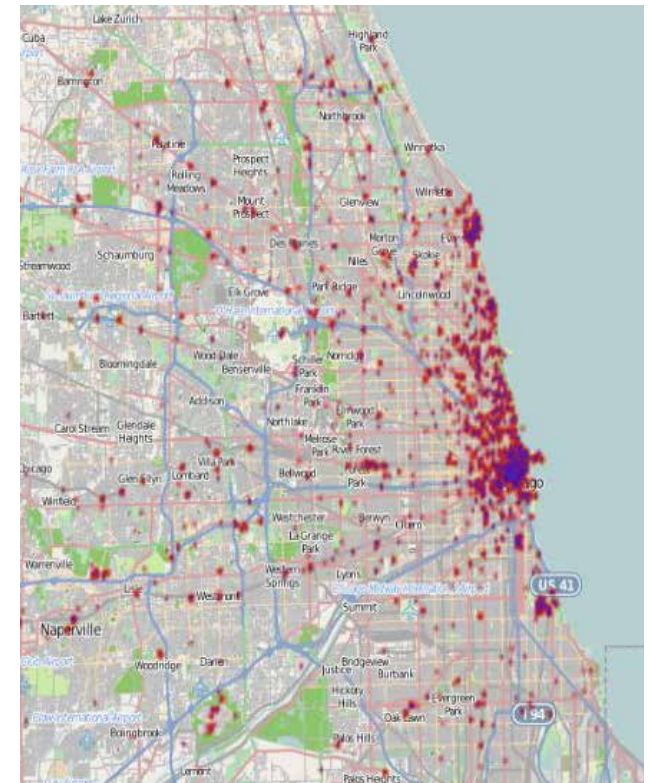
Our commuters rode their bikes from their homes in the suburbs.

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

Commuter points of origin



Commuter work locations



Bike 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 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.

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



PIT STOPS 2021

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

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



A Selection of 2020 B2WC Participants



Bike Challenge*



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	•	•	•	•	•
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 Walk Challenge



Event Overview

2nd Annual Walk Challenge

October 24 – November 6, 2022

October is Pedestrian Safety Month so there's no better time to get moving and show Chicagoland that everyone is a pedestrian and just how easy and beneficial walking can be.

This two-week challenge is free and simple to participate in for those walking or using a wheelchair. Participants just need to head outside, track their trips, and get entered to win cool prizes from our sponsors. We also curate a special Spotify playlist for participants, guaranteed to make those miles fly by!

Bike Challenge



Event Communication	Sponsorship Levels	Major Sponsor	Official Sponsor	Gold Sponsor	Naming Sponsor
	Cash Investment	\$1,500	\$2,500	\$5,000	\$7,500
	# of Sponsorships Available at this level	5	5	2	1
	Event logo will include your corporate logo name				•
	Exclusivity in your industry category				•
	Logo on event website		•	•	•
	Two sponsor offer e-mails to participants	•	•	•	•
	Social media mentions	•	•	•	•



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.

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