



# Sponsorship Deck 2025

## Active Transportation Alliance







ACTIVE TRANSPORTATION  
ALLIANCE



Getting to Know Active Transportation Alliance

Family Biking  
Education Series

# Our 2025 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](https://activetrans.org)

## *Movers & Shakers Ball*

ACTIVE TRANSPORTATION ALLIANCE

### Movers & Shakers Ball

**MAY 2, 2025**

Join Active Transportation Alliance for our Annual Awards Reception.



### Chicago Bike Month

**MAY 1–MAY 31, 2025**

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

**MAY 19–JUNE 15, 2025**

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

## **BIKE THE DRIVE**

ACTIVE TRANSPORTATION ALLIANCE

### Bike the Drive

**SUNDAY, AUGUST 31, 2025**

17,000 bicyclists enjoy 30 miles of car free DuSable Lake Shore Drive on the Sunday of Labor Day weekend.





ACTIVE TRANSPORTATION  
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Why Become a Sponsor of Active Transportation Alliance?

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 Transportation Alliance 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 Transportation Alliance won big in 2024

In 2024, we were thrilled to see the positive impact of the policies we fought for over the last 5 years. In addition to Chicago leading the nation in bike ridership growth over the past several years, we also experienced a precipitous decline in crashes and fatalities. With a fiscal cliff looming on the horizon for our region's transit agencies, we began formulating a line of attack to prevent drastic transit cuts. We worked with partners to build support across sectors for state legislation to fund transit operations, unite our transit agencies, and create a vastly improved and modernized service.

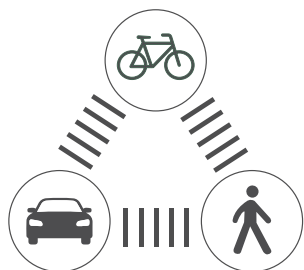
## Key Accomplishments in 2024

- When the plan to rebuild North DuSable Lake Shore Drive failed to incorporate meaningful public transit improvements, we helped lead a coalition that urged the transit agencies to build a roadway that would create a more sustainable and accessible future for our lakefront.
- Thanks to our many years of pushing for safer walking and biking infrastructure, we saw more life-saving improvements like concrete protected bike lanes and pedestrian bump outs in Chicago. Outside of Chicago, we continued to provide support and advocacy around a variety of trail projects throughout the region.
- We successfully laid the groundwork for a high-profile campaign to lower Chicago's speed limit, a move that has been proven to save lives and improve mobility. We mobilized many hundreds of people to contact their city council members in support of the change and successfully advanced the bill out its committee.



# 2025 Advocacy Priorities

Equitably focus on the needs of people who walk, bike, and ride transit through policy change at the state and local level.



## ***Safe Streets for All***

Make streets safer for people, including citywide protected bike lane network, connected regional trail network, slower car speeds.



## ***Clean & Equitable Transportation***

Push for ambitious state and regional goals and investments to lower emissions through shift to active modes.



## ***Transit that Works***

Financial stability of the system, bus rapid transit and bus priority streets, affordable fares, accessible system.

# 2025 Movers & Shakers Ball

Friday, May 2 | 6:00 – 9:00pm

[activetrans.org/ball](https://activetrans.org/ball)

**Sponsor today and support the future of active transportation in our region.**

Join us for our annual Movers & Shakers Ball, it will be held again at the Chicago History Museum.

Get ready for an evening of fun, delicious drinks, and gourmet hors d'oeuvres as we raise vital funds to fuel our advocacy work. Don't worry, no formal attire required at this party!

We'll also be honoring some of our region's biggest active transportation champions whose work to advance walking, biking, and transit is helping create a more sustainable, equitable, and connected region.

Guests will enjoy a silent auction, paddle raise, and a close up look at Chicago's first L car that transported people from the Loop to the World's Columbian Exposition in Jackson Park in 1893.





<b>Sponsorship Levels</b>		<b>Presenting Sponsor</b>	<b>Champion</b>	<b>Partner</b>	<b>Friend</b>	<b>Exhibitor</b>
Cash Investment		<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$500</b>
<b>Benefits</b>	Regular Tickets	<b>15</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>2</b>
	Reserved program seating for guests	•				
	Number of social media posts	<b>2</b>	<b>1</b>			
	Recognition on event website	•	•	•	•	•
	Recognition in event emails	•	•	•	•	
	Branded cocktail napkins (Deadline March 28)	•	•	•		
	Recognition in printed program (Deadline April 11)	•	•	•	•	•
	Announcement acknowledging your support at event	•	•	•	•	
	VIP Tickets to Bike the Drive	<b>10</b>	<b>6</b>	<b>4</b>	<b>2</b>	
	Prominent recognition as presenting sponsor	•				
	Exhibitor space at event	•	•	•	•	•

# Get to Know Our Members & Supporters

Active Transportation Alliances' 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 transportation alliance membership

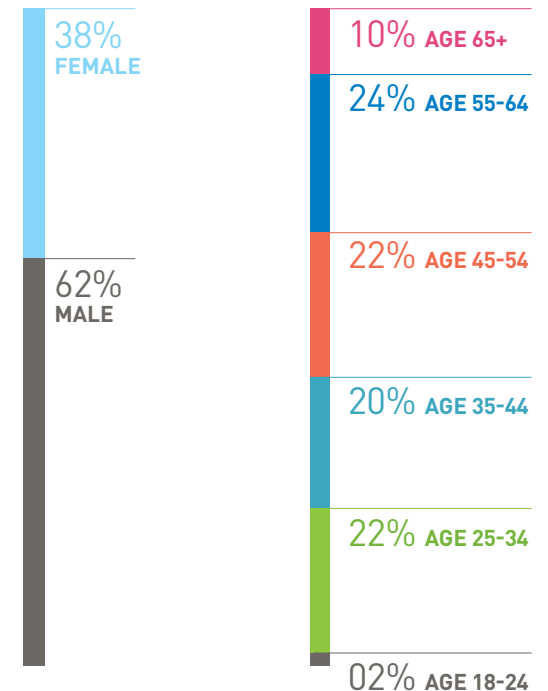
**79%** FEEL THAT IT IS IMPORTANT supporting companies who are mutually passionate for a cause

**77%** FEEL THAT IT IS IMPORTANT choosing environmentally conscious companies

**HOUSEHOLD INCOME**

**33%** \$125,000+

**48%** \$100,000-124,999







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Kids on Wheels Program

# Who Else We Are Talking to: Event Participants and Supporters

Active Transportation Alliance 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 Transportation Alliance via email, social media and face-to-face communications.



20,000+  
ACTIVE  
TRANSPORTATION  
ALLIANCE  
MEMBERS &  
SUPPORTERS

80,000+



EMAIL DIRECT  
MARKETING REACH



12,143  
FACEBOOK FANS



13,300  
X (FORMERLY TWITTER) FOLLOWERS



3,588  
INSTAGRAM FOLLOWERS



1,000 VOLUNTEERS



# 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 Transportation Alliance 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.**





BIKE THE  
DRIVE



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Getting to Know Bike the Drive

Bike the Drive  
Photo by Anne Evans





Fifth Third Bike the Drive  
Photo by Chelsey Little

## Event Overview

Join us in celebrating the 24th Annual

# BIKE THE DRIVE

ACTIVE TRANSPORTATION ALLIANCE

**New later start time! 6:30am!**

Active Transportation Alliance wraps up the summer in Chicagoland by producing this iconic event, in which 16,000 bicyclists enjoy 30 miles of car-free DuSable Lake Shore Drive on the Sunday of Labor Day weekend.

**Sunday, August 31, 2025**

Post-ride festival in Grant Park until noon.

[bikethedrive.org](http://bikethedrive.org)

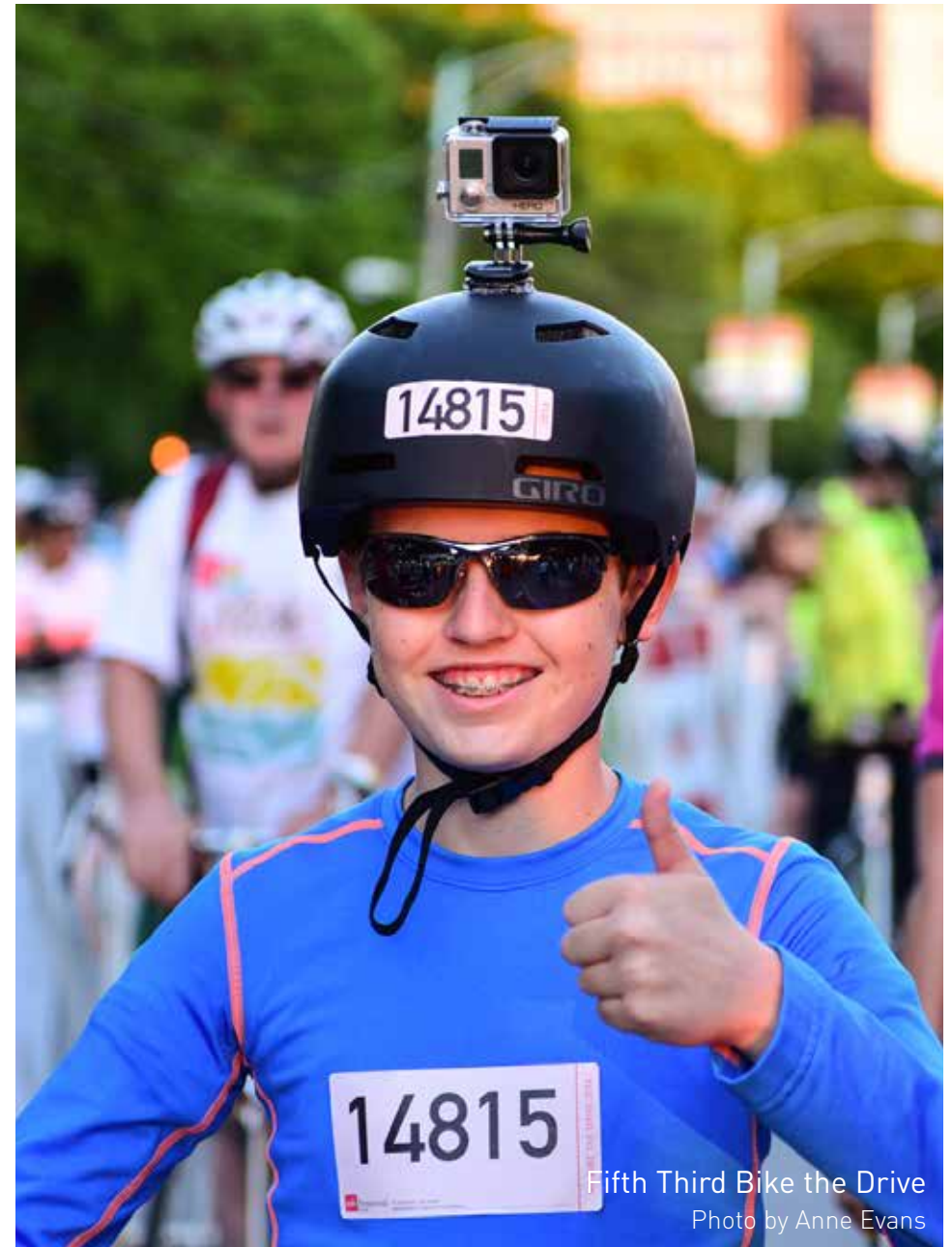
# A Signature Event for the City of Chicago

**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.

The event typically garners **15M impressions annually** across TV, radio, social media, outdoor and cross-promotions plus receives millions more impressions thanks to earned media. Last year, all major local networks covered the ride on event day. Join us on **Sunday, August 31, 2025!**

**BIKE THE DRIVE**  
ACTIVE TRANSPORTATION ALLIANCE

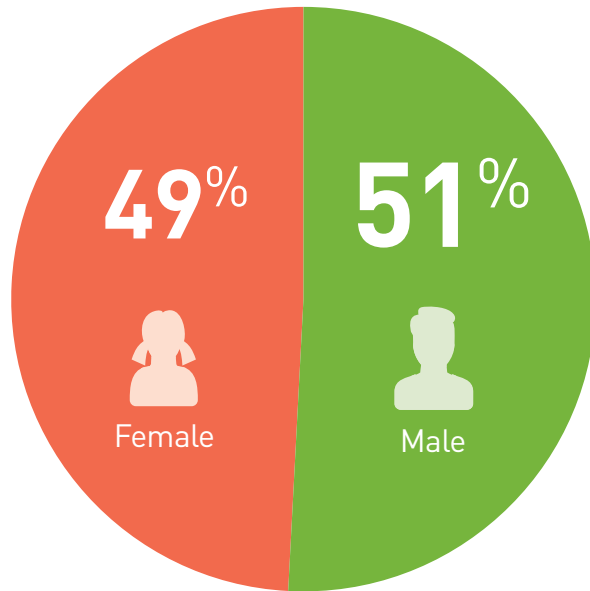


Fifth Third Bike the Drive  
Photo by Anne Evans

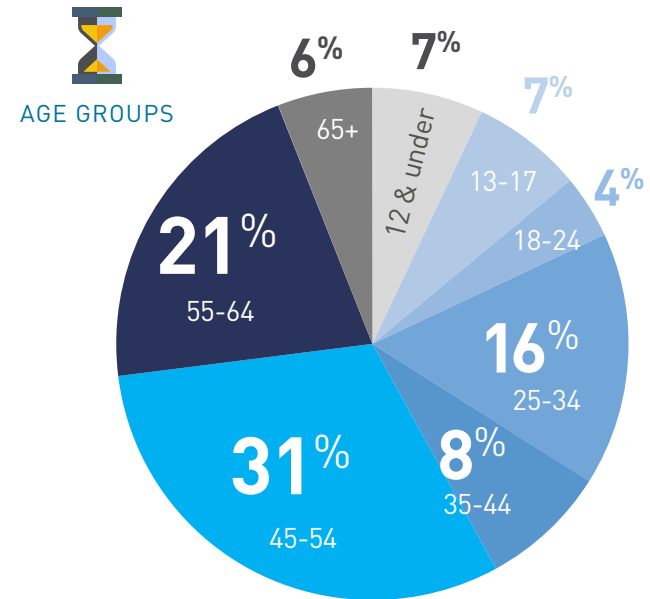


# Attendance Demographics

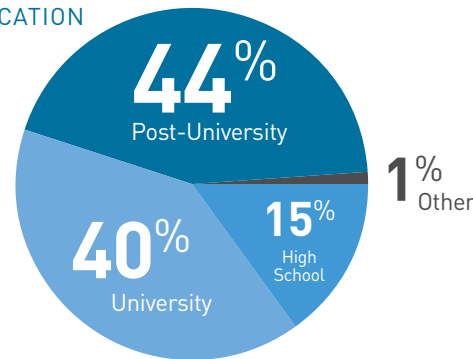
GENDER



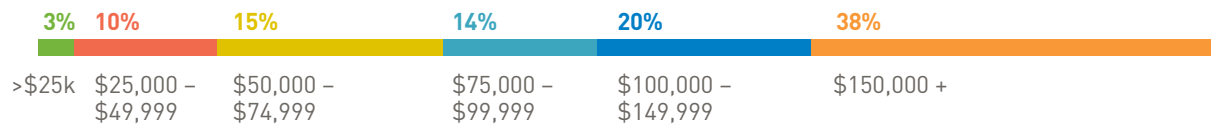
AGE GROUPS



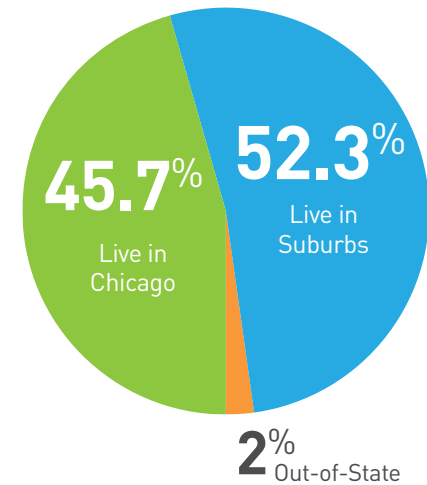
EDUCATION



HOUSEHOLD INCOME



LOCATION





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Bike the Drive  
Photo by Gary Forcier

# Attendance Survey Statistics 2023 & 2024

RIDERSHIP

**17,000** 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



## X (Formerly Twitter)

- + 12,400 followers
- + 1.1 million organic impressions on X
- + Average of 2,600 impressions/day
- + 250,000 people saw our tweets the weekend of BTD
- + #bikethedrive used nearly 1,000 (928) times in May



## Instagram

- + 4,666 followers
- + #bikethedrive used 2,000+ times





# Sponsorship Activation: REI







Sponsorship Activation: Chicago Blackhawks



# Whole Foods Market®



Sponsorship Activation: Whole Foods Market



Sponsorship Levels		Small Biz/ NFP Tent*	Supporting Sponsor	Major Sponsor	Official Sponsor	Gold Sponsor	Presenting Sponsor	Title Sponsor
Cash Investment		\$1,650	\$7,500	\$15,000	\$30,000	\$50,000	\$75,000	\$175,000
# of Sponsorships available at this level		30	10	5	5	5	1	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	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	20	35	75
	Identification as sponsor during verbal announcements		•	•	•	•	•	•
	Option to provide banners for the start/finish			2	4	6	8	12
	Option to provide banners to be hung in post-ride festival			2	4	6	8	12
	Option to add additional space for on-site activations					•	•	•

\*This level only open to small businesses and non-profits.

## Youth Scholarship Sponsorship – Naming Rights

Each year Active Transportation Alliance provides complimentary tickets for 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 Transportation Alliance 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 Bike the Drive 2025, Active Transportation Alliance 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 Transportation Alliance will issue a press release highlighting sponsor and their support of this important initiative).





## BIKE THE DRIVE INDIVIDUALIZED SPONSORSHIPS

# Green Team Sponsorship – Naming Rights

**Subaru was the Exclusive Sponsor of the Bike the Drive Green Initiative including the Green Team!**

We are once again seeking a Naming Sponsor of this activation! During 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

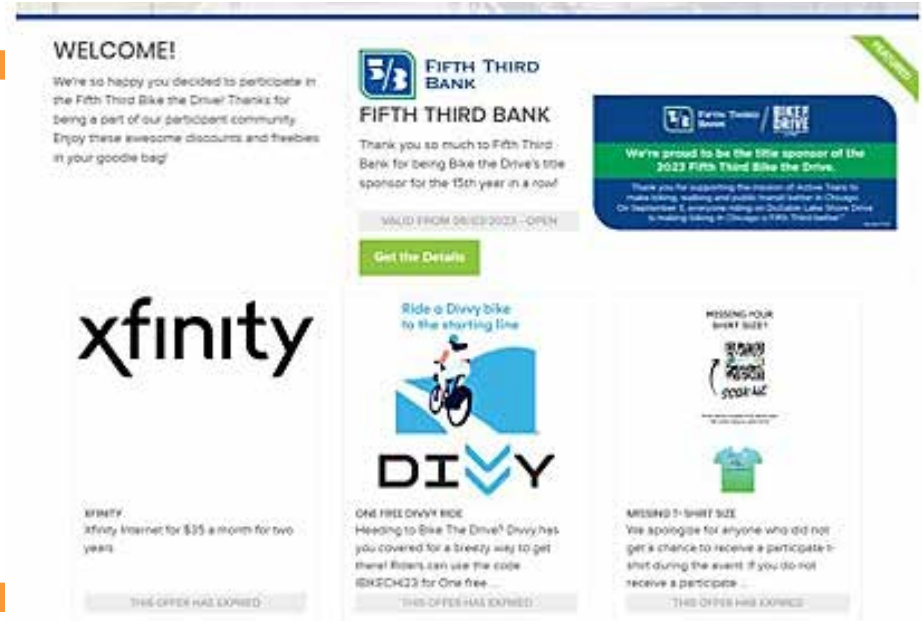


Bike the Drive  
Photo by Gary Forcier

# Bike the Drive Virtual Event Bag

Reach our 21,000+ participants of 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.

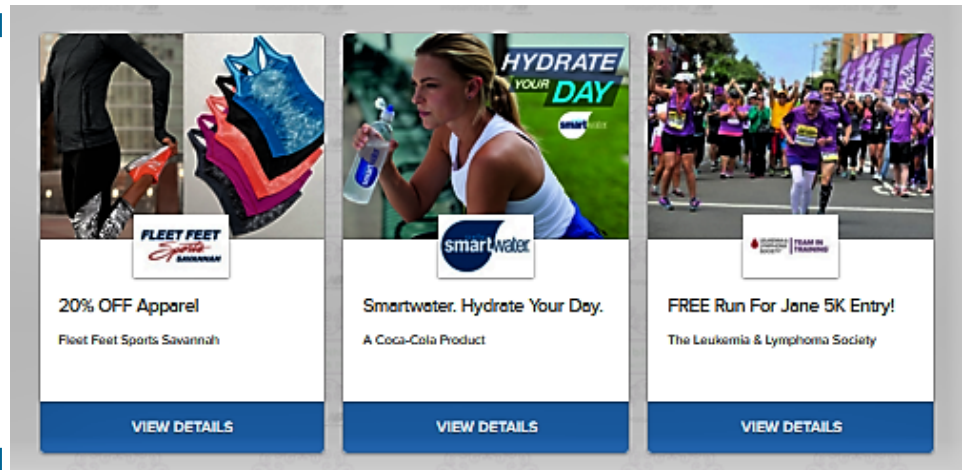
Premium Placement  
\$1,500



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).

Standard Placement  
\$500







Getting to Know Chicago Bike Month



Bike to Work Rally 2016

## Event Overview

May 1 – May 31, 2025

For the seventh year in a row, Active Transportation Alliance will produce Chicago's official Bike Month. In 2024, an estimated 7,000 cyclists participated in a range of events. 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.



# Chicago Bike Month Events

## Advocacy Round Tables

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

## Ride of Silence

Active Transportation Alliance is proud to support the 22nd Anniversary Ride of Silence on Wednesday, May 21. 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 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 Transportation Alliance X Rev Brew

Join us at Revolution Brewing 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



Sponsorship Levels		Supporting	Major	Official	Presenting	Title
Cash Investment		\$1,500	\$2,000	\$5,000	\$7,000	\$10,000
Benefits	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			•	•	•



activetrans.org

Getting to Know the Bike Challenge



# Bike Challenge Participants

## Companies

Nearly 750

## Participants

2,800

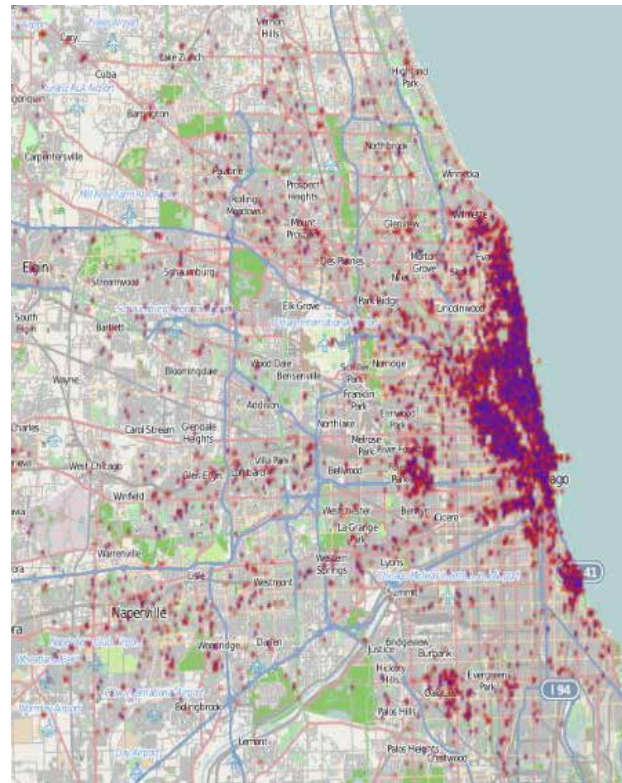
## Ecological impact

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

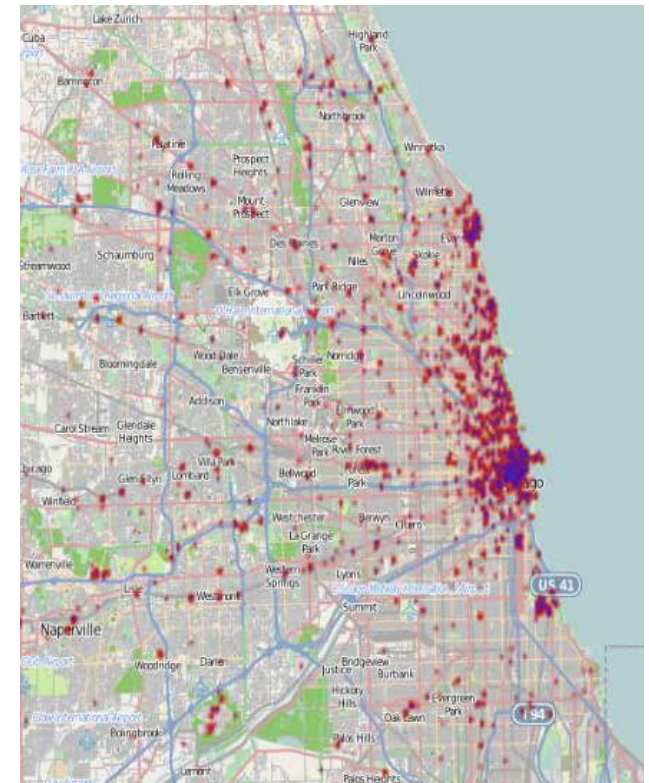
Our commuters rode their bikes from their homes in the suburbs.

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 750 companies/ organizations and more than 2,800 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 Transportation Alliances' 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 Transportation Alliance 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 2023

- + Polish Triangle
- + Field Museum
- + Arc'teryx
- + Lakefront Path and more. . .



# Bike 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 Transportation Alliance can source a custom item with your logo printed on it! Ask us how!



# Pit Stops





# A Selection of 2024 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 Transportation Alliance may recommend an alternate location nearby that may be more successful.





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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