



2022 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
facebook: [/bikewalkmacon](https://www.facebook.com/bikewalkmacon)
instagram: [@bikewalkmacon](https://www.instagram.com/bikewalkmacon)

I would like to invite you to support Bike Walk Macon as a 2022 Sponsor.

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

Despite another year of challenges, we accomplished so much together in 2021. We painted artistic crosswalks and murals in the street, brought Open Streets Macon to new neighborhoods, passed new legislation that will improve conditions for all users of Macon's streets, hired new staff to grow our educational programs, and so much more. We have a lot planned for 2022 and beyond - new events and educational programs, policy pushes at the local and state level, more traffic calming installations...the list goes on.

Your support is crucial to 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 2022 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. Bike Walk Macon is able to make a difference in our community thanks to visionary supporters like you.

Sincerely,

Rachel Umana
Executive Director



2022 BIKE WALK MACON SPONSORSHIP LEVELS

As a Bike Walk Macon sponsor, you will receive year-round recognition on our website, email newsletter, social media, and more. You may also receive special acknowledgment at our marquee events, including Open Streets Macon, Bike Walk Month, the Mobility Maker Awards, Bike Party, and Walk-About-Wednesday.

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 Mobility Maker Awards		•	•	•
Special acknowledgement at BWM events		•	•	•
Logo on Open Streets Macon volunteer shirt			•	•
Logo on marketing materials + signage at BWM events			•	•
Recognition in event press releases			•	•
Speaking opportunity at Mobility Maker Awards				•
Recognition in email newsletter	1x	2x	4x	6x
Social media mentions	1x	2x	3x	4x
Invitation to Mobility Maker Awards	2	2	4	6
Invite to BWM EOY event connecting our top supporters	1	2	3	4

EVENT PRESENTING SPONSORSHIPS - 1 EACH

Each event sponsorship includes special recognition on our website and social media and will be included in any press releases and digital and printed marketing materials for each event.

OPEN STREETS MACON | \$5000 | FALL 2022

- Each year, more than 1500 people, join us for our signature event, Open Streets Macon - a car-free celebration of public space; bringing people of all ages, abilities, and backgrounds together to walk, bike, play, and re-imagine how we use our public streets. More info at openstreetsmacon.com.
- Includes sponsorship recognition at the Mobility Maker level

MACON BIKE WALK MONTH AND MOBILITY MAKER AWARDS | \$3500 | MAY 2022

- Each year in May, BWM hosts several free events that celebrate biking and walking. This includes weekly rides, walks, challenges, and our annual Mobility Maker Awards, where we celebrate everything we've accomplished in the past year with our members and supporters.
- Includes sponsorship recognition at the Champion level

MACON BIKE PARTY | \$2500 | 2ND THURS. OF EACH MONTH (SEPT- DEC 2022 AND MAR- JUN 2023)

- Macon Bike Party is a FREE, slow-paced community bicycle ride for people of all ages and skill levels.
- Includes sponsorship recognition at the Champion level

WALK-ABOUT-WEDNESDAY | \$1500 | 3RD THURS. OF EACH MONTH (MAR-JUN 2022 AND SEP-DEC 2022)

- This one-hour fun, medium-pace fitness walk meets monthly to explore Macon's streets in a healthy way.
- Includes sponsorship recognition at the Advocate level

WITH YOUR HELP, WE WILL GROW OUR MOVEMENT ACROSS MACON, AND BUILD THE STREETS FOR PEOPLE THAT WE KNOW ARE POSSIBLE. THANK YOU FOR HELPING US TRANSFORM THE WAY OUR COMMUNITIES MOVE AND WORK TO MAKE IT EASIER, SAFER, AND MORE ACCESSIBLE FOR EVERYONE TO BIKE AND WALK.