



TRANSPORTATION
ALTERNATIVES



APRIL 5, 2025

5 BORO PIZZA CHALLENGE

***FIVE SLICES. FIVE BOROS.
ONE DAY. ZERO CARS.***



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EVENT DATE: **APRIL 5, 2025**

Calling all brands with a love for the Big Apple.

Get ready to slice your way into the hearts (and stomachs) of over 250 New Yorkers who are passionate about public transportation, active lifestyles, micromobility, competitive play, as well as exploring, trying and tasting the best of New York City. Plus, get exposure to thousands of NYC onlookers. This is your chance to shine with sponsorship perks that include logo placements, emcee recognition, social media shout-outs, in-person engagement, live demos, and branded giveaways!

WHAT IS THE 5 BORO PIZZA CHALLENGE?

A playful battleground of hungry teams racing through all five boroughs, competing for the coveted top three spots. It's a thrilling mix of strategy, speed, and a serious love of pizza! The adventure kicks off in Manhattan or Brooklyn and culminates in a lively after-party where sponsors can interact with participants and make their brand memorable.



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PRESENTING SPONSOR
The Star of the Show
\$10,000 (1 spot)



- The prestigious Presenting Sponsor title recognition
- Hyperlinked premier recognition in night-before email to all participants
- Premier logo inclusion on branded t-shirts as presenting sponsor recognition worn by all participants and seen by NYC onlookers
- Premier 10x20 footprint for tabling and live demos to wow participants
- Top billing logo inclusion on webpage, email and on-site
- Up to 3 social media posts to an engaged 150,000+ instagram followers
- Up to 2 emcee shout outs at Finish Festival stage
- Exclusive opportunity to give away branded party favors
- Logo inclusion on pizza passports that every participant receives

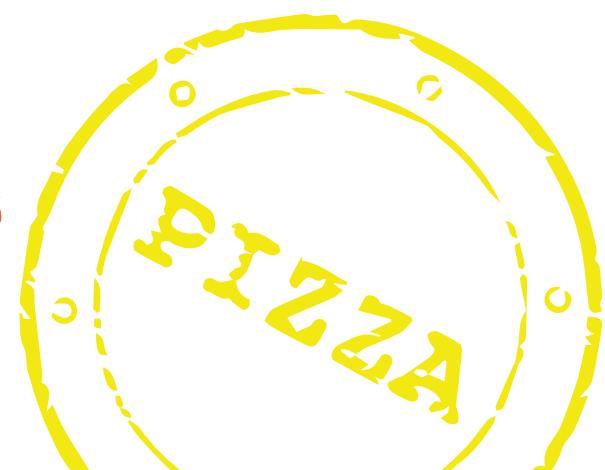


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FINISH FESTIVAL SPONSORS

\$3,000 (5 spots)

- Prominent space for tabling and live demos
- Logo inclusion on branded t-shirts worn by all participants and seen by NYC onlookers
- Logo inclusion on webpage, email, onsite, and pizza passport
- 1 social media post to amplify your brand to 17,000 instagram followers
- Recognition in night-before email to participants



APRIL 5, 2025

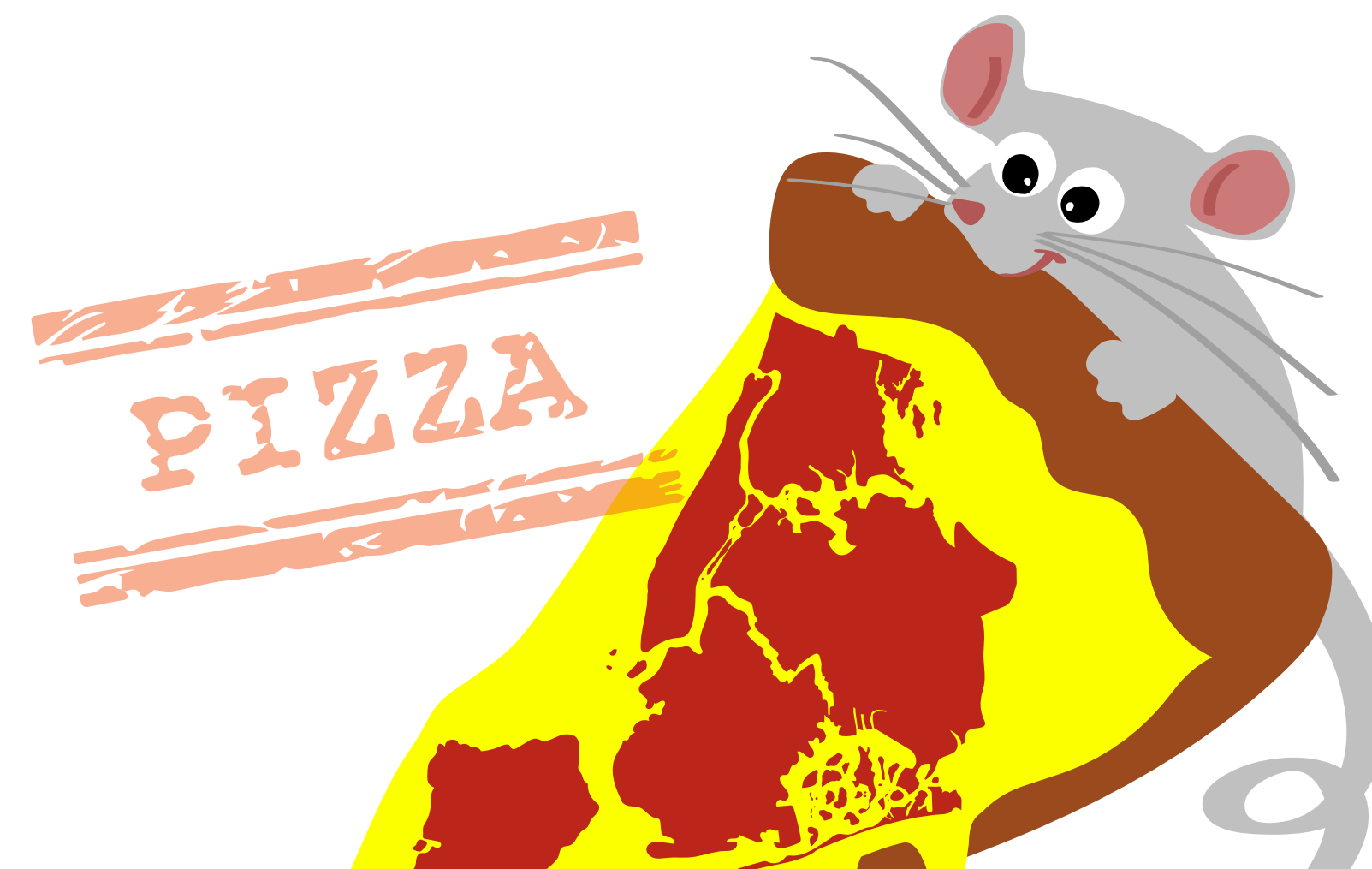
5 BORO PIZZA CHALLENGE

FIVE SLICES. FIVE BOROS. ONE DAY. ZERO CARS.

FINISH FESTIVAL NONPROFIT SPONSOR

\$900 (1-2 spots)

- 10x10 footprint for tabling and live demos
- Logo inclusion on pizza passports that every participant receives





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PIZZA PASSPORT

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**5 BORO
PIZZA
CHALLENGE**

PASSPORT

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SPONSORS

This spot
could be yours!

SAMPLE ONLY

PARTICIPANT'S T-SHIRT





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In crust,
We trust!

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End the Debate!
Pineapple or
No Pineapple?

Sorry Chicago,
Sorry Connecticut,
New York City
Reigns!

To make delicious memories with our community,
email nicole.rodriguez@transalt.org