

# JOIN the MOVEMENT! BIKE TO WORK DAY

Bike to Work Day in the Baltimore region is an annual free event that encourages people who normally drive alone to work to commute by bike. Last year's participants included 1,800 cyclists at more than 45 locations. This regional event grows every year!

Bike to Work Day is  
Friday, May 17, 2019.

Join us for our  
22nd year.



BALTIMORE  
METROPOLITAN  
COUNCIL



## Bike to Work Day



[Bike2WorkCentralMD.com](http://Bike2WorkCentralMD.com)

January through May, we promote cycling as a reliable, environmentally friendly, no-nonsense commuting solution to Baltimore region travelers. Successfully serving as a catalyst for change, Bike to Work Day targets and engages thousands of commuters.

We invite your company to participate as a sponsor. Position yourself as a community-minded, green, caring business. As a sponsor, you'll help reduce traffic congestion, enhance societal health, improve the environment, and have lots of fun.



## PRINT AND DIGITAL REACH

### PAID IMPRESSIONS

Radio	150 spots 465,700+ effective reach
Digital	200,000 impressions
Web banners	50,000+
Email blast	90,000
Print	125,000

### EARNED & SOCIAL MEDIA

- 10,000 page views at [Bike2WorkCentralMD.com](http://Bike2WorkCentralMD.com)
- Six press events featuring elected officials and business leaders
- Seventeen print/digital articles
- Two thousand plus Facebook followers

Paid and earned media campaigns correspond to January through May activities.



**BALTIMORE  
METROPOLITAN  
COUNCIL**

Bike to Work Day Central Maryland is organized by the Baltimore Metropolitan Council (BMC), along with representatives of Anne Arundel, Baltimore, Carroll, Harford, and Howard counties, plus Baltimore City. The BMC is a nonprofit organization that works with the region's elected executives to identify mutual interests and develop collaborative strategies, plans and programs that will help improve the quality of life and economic vitality. BMC is a resource for the region.

# JOIN THE MOVEMENT!



Event demographics and statistics for Bike to Work Day 2018.

Sponsor logos appear in all our publications, ads and outreach.

## EVENTS:

BMC teams up with community and business leaders to achieve a very high level of media attention for Bike to Work Day, including:

- Press events throughout the region featuring elected officials and business partners.
- Radio and TV coverage.
- Newspaper/digital coverage throughout region.

## PIT STOP PARTNERSHIP:

Forty-eight pit stops serve five counties and two cities comprising the region. Recognizing that not everyone works downtown, event partners provide pit stops throughout the region.

- Signage and product are visible to both cyclists and passersby.
- Riders wear your logo on event T-shirts year round.
- As a sponsor you may include approved materials in the B2WD swag bags or pit stop tabling.

# Thank You 2018 Sponsors!

Bike to Work Day is funded in part by generous corporations and organizations. Through these donations Bike to Work Central Maryland has grown from a dozen cyclists gathering at the Inner Harbor to thousands of riders throughout the region. We thank our sponsors for making every year bigger and better for our riders.

Donations to Bike to Work Day are tax deductible. Cash donations given at the regional level supplement the procurement of marketing materials for the event, including advertising and the purchase of thousands of T-shirts for participants.



# And Organizers!

Bike to Work Day is organized regionally by the Baltimore Metropolitan Council, and locally by the region's six member jurisdictions. Their generous contribution of time and funding make Bike to Work Day possible!



## SPONSOR LOGOS FEATURED ON

### SHIRTS, POSTERS & RACK CARDS

- Posters for the event, featuring your company name or logo, will be distributed to various businesses and public outlets.
- More than 2,000 performance fabric T-shirts distributed to participants.
- Limited-edition shirts are popular with riders – visibility lasts well beyond this event. You'll see them on the streets for years to come.



### WEBSITE

- Bike2WorkDayCentralMD.com draws people from all around the region to our learn about bicycling, event details, and pit stop locations.
- Link back to your company's website from our main Bike to Work Day page.
- Partner pages enhance local reach.
- Your sponsorship will be seen by tens of thousands of visitors.

@bike2workcentmd

@BaltoMetroCo

@bike2workcentralmd