



**bikeeasy**  
APRIL CHALLENGE

Powered by



*Entergy*

# 2022 SPONSORSHIP INVITATION

## April 1 - April 30, 2022

**BIKEEASY.ORG**

## OUR MISSION

**Bike Easy** makes bicycling easy, safe, and fun for everyone in Greater New Orleans.

## SPONSORSHIP VALUE

**Bike Easy**, our partners, and our sponsors believe in the power of bicycling to help create a healthy, prosperous, resilient, and equitable future for all people in the region. By sponsoring Bike Easy, you help share the joy of bicycling while making it an easy choice for everyone.

**By sponsoring Bike Easy**, you build brand visibility and awareness in the rapidly growing community of diverse and engaged people who ride bikes. People who ride bikes spend more in local stores, are more likely to stop someplace new, and visit more frequently.

## WHAT IS THE BIKE EASY APRIL CHALLENGE?



- **A fun, free challenge** to help get more people on bikes in Greater New Orleans!
- **A Covid-safe opportunity** to experience the physical and mental health benefits of biking while connecting with community by sharing rides and stories online.
- **A competition that encourages** people to ride anywhere, anytime throughout April to earn points and climb leaderboards in the Love to Ride website.
- **A great way to highlight local businesses** through incentives and prizes given to Bike Easy April Challenge participants.
- **A workplace culture-building activity** that promotes healthy living and exercise through friendly competition with other workplaces in the region.

## BY THE NUMBERS

Over **1,000**  
Individuals  
participated  
in 2021

**75,500** Miles  
ridden in 2021

**7,000+** Trips  
in 2021

**87+** Workplaces  
participated in 2021

**25+** Groups  
participated in 2021

**150+** New riders  
participated in 2021

**12,000+** lbs CO<sub>2</sub>  
saved in 2021

*Specific benefits vary by sponsorship type and level. Please review the sponsor levels for more details, and contact us to discuss sponsor and partnership opportunities that will best fit your goals.*

## BENEFITS OF SPONSORSHIP

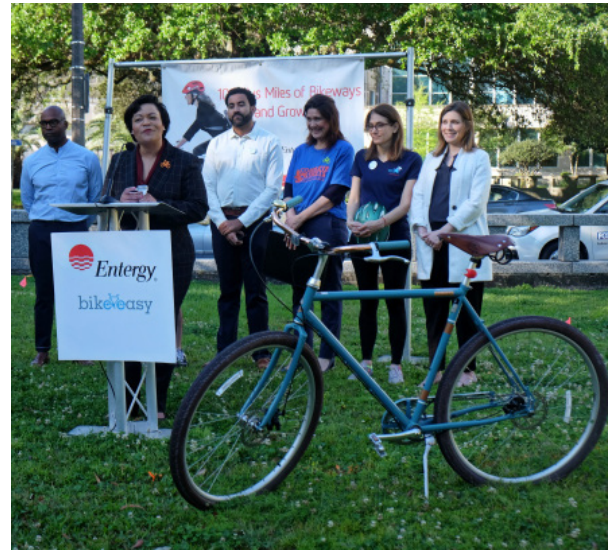
- Support Bike Easy's Education, Advocacy, and Community work for better biking!
- Become part of and help grow the bicycle community.
- Take a step closer to becoming Bike Easy Certified!

### THE BIKE EASY APRIL CHALLENGE, BIKE TO WORK DAY, AND COVID-19

Traditionally, the Bike Easy April Challenge centers around a marquis event - **Bike to Work Day**. In 2020, the traditional bike trains and breakfast meetup of Bike to Work Day were not possible, all in-person events were cancelled, and the Bike Easy April Challenge only allowed solo and household rides. The altered program was **successful** and provided much-needed stress relief to over a thousand participants.

In 2021, as guidelines from the local and national health officials allowed for limited in-person activities, Bike to Work Day was able to return to New Orleans City Hall. The City, Bike Easy, and our Sponsors held a press conference for a limited in-person activity while broadcasting across numerous platforms virtually.

**Sponsors are critical** to delivering this community benefit and sponsorship support is visibly recognized throughout communications and events associated with the Bike Easy April Challenge and Bike to Work Day.



*Bike to Work Day Breakfast Meetup 2019*

The 2022 budget is  
**\$60,000!**

Will you contribute to  
making this program  
possible?

*"I ride because It keeps me fit and I love biking through all the unique neighborhoods of New Orleans"* **James Tomeny**

*"I ride because It keeps me fit, burns calories and makes me feel better!!"* **Sharon Stoskopf**

*"I ride because I'm trying to stay fit during quarantine!"* **Laurie Phillips**

# BIKE EASY APRIL CHALLENGE SPONSOR LEVELS

## PLATINUM SPONSOR

\$10,000

All benefits of Gold Sponsor  
Earned media attention, featured in all press events  
"Presented by" designation on all event materials  
Featured article on our blog  
Multiple mentions in Love to Ride and Bike Easy social media  
Highlight in our eNewsletter & all Bike to Work emails  
Featured in all event signage and promotional materials  
Up to **20** Individual Bike Easy Memberships

## GOLD SPONSOR

\$5,000

All benefits of Silver Sponsor  
Your logo on footer on all pages of New Orleans Love to Ride webpage  
Your logo on bikeeasy.org Home Page  
1-2 unique mentions in Love to Ride and Bike Easy social media  
Spotlight in our eNewsletter & all Bike to Work emails  
Your logo included on all event signage  
Your logo highlighted on all print & online materials\*  
**10** Individual Bike Easy Memberships

## SILVER SPONSOR

\$1,000

All benefits of Bronze Sponsor  
Multiple group mentions in Love to Ride and Bike Easy social media  
Mention in our eNewsletter and some Bike to Work emails  
Your logo included in some signage and promotional materials  
**3** Individual Bike Easy Memberships

## BRONZE SPONSOR

\$500

Your logo (with link to your site) on New Orleans Love to Ride webpage  
Your logo on Sponsor & Event Pages on bikeeasy.org  
1 group mention in Love to Ride and Bike Easy social media  
Mention in our eNewsletter  
Your logo included on some signage

\* With commitment by 2/25/2022

FOR MORE INFORMATION,  
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www.bikeeasy.org  
www.facebook.com/bikeeasy  
Twitter: @bikeeasy  
Instagram: @bikeeasy



## THANK YOU TO OUR PREVIOUS SPONSORS & PARTNERS



7 3 Distilling • Audubon Nature Institute • Bicycle Michael's • BYOBikes  
Chad Cothern • Cold Stone Creamery • District Donuts • Flambeaux Walking Tours  
Hermann-Grima/Gallier House Museums • Higher Power Yoga and Cycling  
JAM Nola • Ogden Museum of Southern Art • Screens for Good  
Jared Sessum • Kate Iberg • Liz Meza •

