

## **Partnership Opportunity: Bike to Work and School Week (May 27 – June 2, 2019)**

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### **The City of Vernon is gearing up for Bike to Work and School Week 2019!**

Bike to Work and School Week is a community-wide celebration of all things bicycle. Every year, Vernon residents trade in their cars for two wheels and get around by bike for a week.

Many people own bicycles but don't think about using them for daily transportation. Our goal is to motivate people of all ages to try cycling to work, to school, to go shopping, or out for dinner, perhaps for the first time...and maybe fall in love with it! This helps shift behavior towards healthy, sustainable transportation.



Bike to Work and School Week Kick-Off Ride. 2018

**Last year, 1633 Vernon cyclists rode over 26,000 kilometres and saved an astounding 5,600 kilograms of greenhouse gas emissions during Bike to Work and School Week.** And bigger changes are underway: Vernon's network of cycle paths, lanes, and trails is growing while more and more people are making cycling their first choice of transportation. Since 2009, the percentage of trips made by bike in Vernon has nearly doubled. The new Okanagan Rail Trail promises to bring an influx of cycling tourism to our community and with it a myriad of economic benefits. Now is the moment for our community to embrace cycling.

**We are currently seeking partners who share our goal of building a healthy, happy, and sustainable community.** Becoming a Bike to Work and School Week partner enables your business to be associated with the movement towards healthy, sustainable transportation.

#### **How to get involved:**

1. **Become a Prize Sponsor.** Prizes are one of the top reasons that people participate in Bike to Work and School Week. It's also a great opportunity to promote your product. For example, a Gold level prize sponsor (value of \$500) would receive:
  - Logo featured at Bike to Work and School Week event signage
  - Logo featured on the Bike to Work and School Week webpage
  - Logo featured on Bike to Work and School Week promotional t-shirt
  - Logo featured on Bike to Work and School Week posters
2. **Join in!** Register your business and encourage your staff to participate by biking to work at least once during the week. Register your team at [www.biketowork.ca](http://www.biketowork.ca) and download handy resources that make participating just like, well...riding a bike!
3. **Make a Bike Friendly Business Offer.** Leverage the popularity of Bike to Work and School Week by making a special offer to cyclists – a free coffee, 10% off, half price appies – anything to show that

you love cyclists. Your offer will be featured on our website and we'll give you a snazzy poster to place in your window. Share your offer on social media and, voila! You will have increased the profile of cycling in Vernon while promoting your business.

Bike to Work Week riders are all ages and come from all walks of life. They work in a variety of sectors including finance, law, health, manufacturing, government, and the non-profit sector. Last year, over 500 students from six Vernon schools participated in Bike to School week.

Prize donations of any value are welcomed. Please see the attached chart for more information about sponsor benefits.

Thank you so much for your consideration. The ongoing success of Bike to Work and School Week is due in part to the extraordinary support we receive from businesses in our community. I look forward to discussing how you can be involved in this exciting event.

Sincerely,

Candace Bourque  
Bike to Work and School Week Assistant, City of Vernon  
[CBourque@vernon.ca](mailto:CBourque@vernon.ca) | 250.550.7857



Bike skills workshop for Bike to School Week

***“Bike to Work Week changed my life!!! I own a bike. I have a helmet. I have two working legs. But those legs never made the effort to power that bike until I was asked if I would like to participate in Bike to Work Week.”***

- Rider from Okanagan College, Vernon Campus



## Bike to Work and School Week Sponsorship Program

Platinum \$1000+	Gold \$500+	Silver \$300+	Bronze \$100+	Sponsor Rewards	
Cash or In-kind Support					
✓	✓	✓	✓	Organization logo on Bike to Work and School Week website	Digital Media Recognition
✓	✓			Description of Organization's Contribution on Bike to Work and School Week website	
✓	✓	✓		Recognition on City of Vernon's Social Media	
✓	✓			Organization Logo on Event Posters	Print Recognition
✓	✓			Organization Logo on Promotional Print Advertisement	
✓				Organization Logo on PAID Promotional Advertisement	
✓	✓	✓		Organization Logo on Event Signage	Company Exposure
✓	✓			Organization Logo on Bike to Work and School Week t-shirt	
✓				Organization thanked and opportunity for sponsor to speak at an event	
✓	✓	✓		Promotional Prize Package from City of Vernon	Rewards
✓	✓	✓	✓	Letter of Recognition from City of Vernon	
✓	✓			Certificate of Recognition from City of Vernon	