



2018 SPONSORSHIP MENU



Way to Go provides reliable, environmentally friendly, no-nonsense commuting solutions to Denver area commuters. Successfully serving as a catalyst for change, Way to Go, throughout the course of the year, targets and engages tens of thousands commuters. Join the movement!

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

Way to Go has two high-profile programs per year: Bike to Work Day and Go-Tober.

Bike to Work Day is an annual free event that encourages people who normally drive alone to work to commute by bike. Last year's participants included 34,000 individuals and close to 800 businesses. Bike to Work Day is the **second-largest event of its kind in the United States.**



Bike to Work Day 2018 is Wednesday, June 27.



Go-Tober is an employer-focused campaign that challenges 50 to 75 large employers to compete to log the most commutes using smarter transportation choices (cycling, transit, walking, telework, vanpool or carpool).

Paid and earned media campaigns correspond to year-round activities.

P&D Print and digital reach

Newsletter

- 15,000 people
- 98 percent deliverable

Social media

- Twitter – 5,900 followers
- Facebook page (estimated reach of 33,000)

biketoworkday.us

- 62,000-plus unique visitors
- Approximately 408,000 total site visits
- 4.1 average page views

MyWaytoGo.org

- 300,000 page views

10,000,000 impressions on paid media

LEARN MORE ABOUT YOUR OPTIONS



	Big Wheel \$10,000	Mainframe \$5,000	Handlebar \$2,500	Spoke \$1,500	Government/Nonprofit \$1,000
Logo on paid and in-kind advertising (television, print, outdoor)					
Company name mentioned in all radio advertising					
Logo on all event T-shirts					
Logo on signage at pre-events					
Booth space at a prominent location	Breakfast station	Breakfast station			
One-time acknowledgment in quarterly e-newsletter					
Opportunity to distribute product and/or promotional item to 300 breakfast stations					
Logo on signage at Civic Center Park					
Logo and link on websites	go TOBER	go TOBER			
Inclusion in public relations efforts					
Social media recognition					

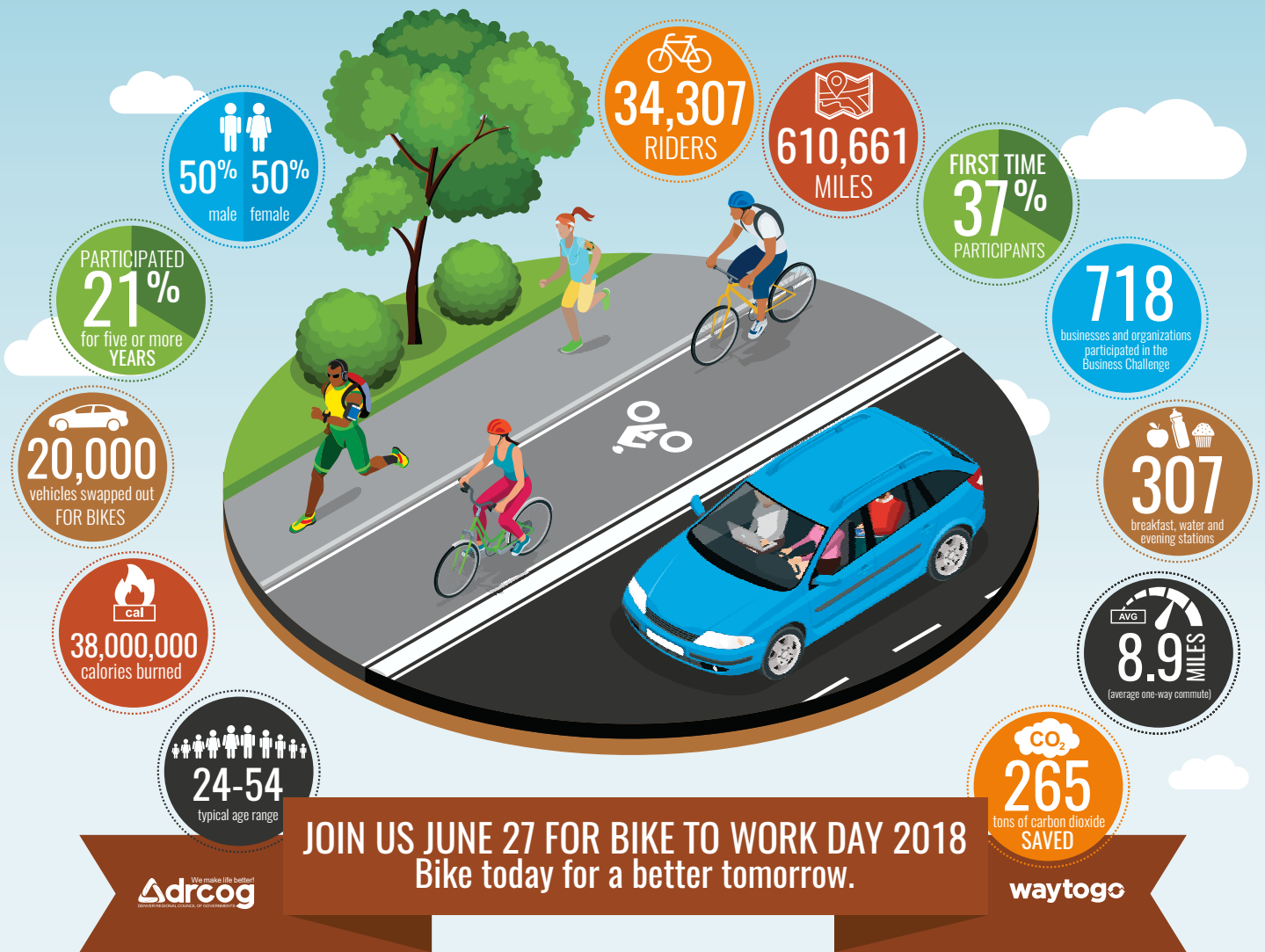




WAY TO GO DEMOGRAPHICS

waytogo

Bike to Work Day



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LEARN MORE ABOUT YOUR OPTIONS





GoTober


way to go TOBER

2017 GO-TOBER BY THE NUMBERS

52
COMPANIES

were challenged to try new and smarter ways to commute for the entire month of October — **by bike, rail, bus, carpool, vanpool, telework or walking.**

1,719 — PARTICIPANTS



1719 = 100 PEOPLE

36,924 SMART COMMUTES LOGGED



440,137 SMART COMMUTE MILES TRAVELED



That's comparable to driving around the entire continental United States **40** times

125.12 TONS OF CO₂ ELIMINATED



TO REMOVE THAT MUCH CARBON NATURALLY WOULD REQUIRE **5,213 TREES**



2,732,019 CALORIES BURNED



That is equivalent to hiking Mount Everest for more than **273** days

\$116,007.76 SAVED IN COMMUTING COSTS



FOR THE SAME AMOUNT, YOU COULD PURCHASE **116** iPhone Xs



Go-Tober 2017 was full of Go-Getters

Amec Foster Wheeler • Anthem Blue Cross Blue Shield • Black & Veatch • Boa Technology Inc. • Cake • CBS4 • City of Aurora • City and County of Denver • City of Lakewood • Colorado Department of Public Health and Environment • DaVita • Denver Health • Denver Public Library • Denver Regional Council of Governments • Denver Water • Denver Zoo • DigitalGlobe • Eastern Colorado Health Care System • Furniture Row Companies • Globus family of brands • Google Boulder • IMA Imagine! • Key Equipment Finance • Leprino Foods • Littleton Adventist Hospital • LogRhythm • Medtronic • M2 Lending Solutions • Nationwide Insurance • National Renewable Energy Laboratory • Red Rocks Community College • Regis University • Rocky Mountain Institute • Saunders Construction • Seattle Fish Co. • SpotX • St. Anthony North Health Campus • Staples - Broomfield • TeleTech • Town of Superior • Tri-County Health Department • University Corporation for Atmospheric Research/National Center for Atmospheric Research • University of Colorado Anschutz Medical Campus • University of Colorado Health Sports Physical Therapy • University of Denver - Center for Sustainability • VMware • Western Union • Xilinx Inc. • Zayo Group

Find out how you and your company can save money, improve our air quality and commute smarter year-round at MyWayToGo.org.

waytogo
Program of DRCOG



waytogo
Program of DRCOG

For more information:
W. Celeste Davis Stragand
303-480-6764 | cstragand@drcog.org



CONFIRMATION FORM

YES, we want to be part of the movement!

Please include my company as a 2017 Way to Go sponsor (mark one):

Big Wheel - \$10,000

Spoke - \$1,500

In-Kind Sponsorship for

Mainframe - \$5,000

Other

(indicate exact amount)

Handlebar - \$2,500

Company Name (as you would like it to appear publicly): _____

Contact Name and Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website URL: _____

Facebook: _____

Twitter: _____

Billing Address (if different than above): _____

I agree to contribute \$_____ (amount in cash and product/promotion) to the Denver Regional Council of Governments (DRCOG) and, in return, will be recognized as a sponsor for 2017 Way to Go programs, with benefits listed on the Sponsorship Menu. Logos due March 23, 2018. Commitments will be invoiced by DRCOG.

Signature: _____ **Date:** _____

Return sponsorship confirmation form to: W. Celeste Davis Stragand, DRCOG, 1290 Broadway, Suite 100, Denver, CO 80203, or cstragand@drcog.org.





IN-KIND SPONSORSHIP

For full and partial in-kind sponsorships, please fill out the information below.

In-kind sponsorship for (indicate exact amount here): _____

Company Name: _____

Please describe your in-kind sponsorship:

If providing sponsorship specifically for Bike to Work Day, please note it is a federally funded event. We are required to report a value for all sponsorships.

Please list all components of your sponsorship – what you will provide to us (e.g. actual product, advertising, in-store promotion, newsletter promotion, website promotion, etc.) and an approximate value for each.

