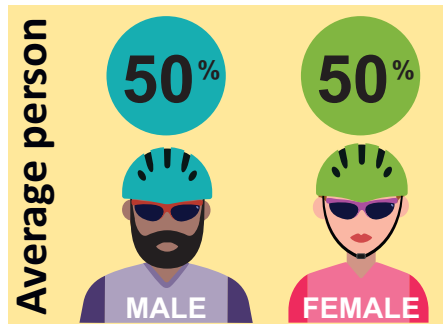
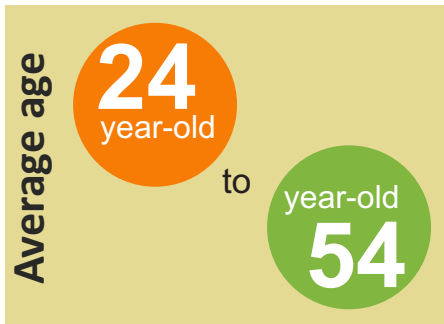




SPONSORSHIP MENU



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 us in the movement!



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

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 32,000 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 2017 is Wednesday, June 28.



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, vanpool or carpool).

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

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 Civic Center Park (or similar)	Breakfast station	Breakfast station			
Opportunity to distribute product and/or promotional item to 300 breakfast stations					
Acknowledgement in quarterly e-newsletter					
Logo on signage at Civic Center Park					
Logo and link on websites					
Inclusion in public relations efforts					
Social media recognition					



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 **Handlebar** - \$2,500 **In-Kind Sponsorship for**
 - Mainframe** - \$5,000 **Spoke** - \$1,500 _____
- (indicate exact amount)

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 24, 2017. 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.

