



# BIKES: OUR VEHICLE FOR **CHANGE**

**National Bike  
Summit 2021**

**All-Online Summit  
Feb. 28–Mar 3**

**SPONSORSHIP INVITATION**

[BIKELEAGUE.ORG/SUMMIT](https://bikeleague.org/summit)



## **THE NATIONAL BIKE SUMMIT IS THE PREMIER BICYCLE ADVOCACY EVENT OF THE YEAR.**

**FEB. 28 – MAR. 3, 2021 • #BIKESUMMIT21**

### **WHAT IS IT?**

The National Bike Summit, held virtually in 2021, will feature two days of innovative programming, followed by a video conference-based Lobby Day. This year, we're aiming to connect to nearly every member of Congress to build a coalition of support around bicycling.

Each year, bike advocates, enthusiasts and professionals from all 50 states gather at the National Bike Summit to advance the bicycling movement in America. *It's one of the most visible ways the League is building a Bicycle Friendly America.*

### **A POWERFUL MOMENT**

This year, amidst a national Bike Boom, we're focusing on *how bikes are used as a catalyst for change.*

### **Love from Attendees**

"I look forward to this event every year. Thanks for all the hard work done by your organization and staff to pull off a great event."

"I am grateful for the many opportunities to talk shop with counterparts from other universities and colleges. I found the Bicycle Friendly America program sessions and conversations extremely engaging."

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*We have a real opportunity to be a big part of the recovery, **working with the new Congress and administration.***

*The support of sponsors like you makes it possible for us to reduce expenses and have a big showing on Lobby Day.*



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Summit **2021**



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## JOIN US IN LEADERSHIP:

### SPONSOR THE 2021 NATIONAL BIKE SUMMIT!

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#### ALIGN YOUR BRAND WITH THE FUTURE OF BIKING

The Bike Boom gives bicycling a real opportunity to be a big part of the nation's recovery, and *the League will be working with the new Congress and administration to make it happen*. By sponsoring the Summit, your brand will show it is invested in expanding the ability of all people to bike with joy, in safety.

#### BE A PARTNER IN OUR EXCITING PROGRAMMING

Through engaging plenary sessions, workshops and break-outs, we're mobilizing the bike advocates from across the US to work for safer streets and stronger communities.

Featuring *life-changing speakers* and *enriching trainings*, the Summit concludes each year with our famed Lobby Day, where advocates from every state engage with their elected officials to advance bicycling policy and funding.

#### Love from Attendees

"The best part of the Summit is definitely Lobby Day. I'm a big political nerd, and so being able to talk to elected officials about active transportation policy and just people-watch for all the other elected officials was great."





## **SUPPORTING *THE LEAGUE & THE SUMMIT* IS REWARDING FOR YOUR ORGANIZATION...**

**...AND SUMMIT ATTENDEES.**

<b>SPONSORSHIP LEVELS &amp; BENEFITS</b>	<b>Platinum Level \$20,000+</b>	<b>Gold Level \$10,000+</b>	<b>Silver Level \$5,000+</b>	<b>Bronze Level \$2,500+</b>
Logo / Link Tree	✓	✓	✓	✓
Promotional Emails	✓	✓	✓	✓
Summit Online Platform / App Logo	✓	✓	✓	✓
Short promo video, chat with Summit attendees and offer downloadable product information	✓	✓	✓	✓
Naming Rights to Session	✓	✓	✓	
Verbal Recognition In All Plenaries	✓	✓		
Invitation to Speak at Plenary	✓			
Self-Produced Promotional Video Showing	3	2	1	0
Free Entries	20	10	5	2

All sponsor levels include their commensurate level of Corporate Membership

- ✓ **Logo & Link** listed on our Corporate Membership page.
- ✓ **Ads** in our very own *American Bicyclist* print magazine.
- ✓ Biweekly **e-news** features.
- ✓ **Free Bicycle Friendly Business** application, and much more!

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**THE NATIONAL BIKE  
SUMMIT CREATES  
CHANGE, FROM THE  
HALLS OF CONGRESS  
TO YOUR COMMUNITY.**

**YOUR SPONSORSHIP provides exposure** to hundreds of bicycling leaders, gets more riders on the road, improves biking infrastructure and policies, and unites the voices of bicyclists to build a Bicycle Friendly America for Everyone.

*"I loved feeling connected to the bigger picture of cycling changemakers."*



**YES! I WANT TO SPONSOR THE  
2021 NATIONAL BIKE SUMMIT!**

Help the League unite the voices of bicyclists on Capitol Hill and lead the movement to create a Bicycle Friendly America for Everyone. Contact Kevin Dekkinga to secure your sponsorship today!

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**[bikeleague.org/summit](https://bikeleague.org/summit)**



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