BIKES: OUR VEHICLE FOR CHANGE

National Bike Summit 2021

SPONSORSHIP INVITATION

BIKELEAGUE.ORG/SUMMIT

All-Online Summit Feb. 28–Mar 3
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.

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

FEB. 28 – MAR. 3, 2021 · #BIKESUMMIT21

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.”
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.
JOIN US IN LEADERSHIP: SPONSOR THE 2021 NATIONAL BIKE SUMMIT!

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.”
## Sponsorship Levels & Benefits

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

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!
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.

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!

Kevin Dekkinga
Director of Membership & Development
kevin@bikeleague.org | 202.621.5449

bikeleague.org/summit

“I loved feeling connected to the bigger picture of cycling changemakers.”