



# Sponsorship Proposal 2026



# Aligning Missions for a Safer Tomorrow

How your sponsorship can make a lasting impact in Central Florida

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Why Central Florida Needs Safer Streets

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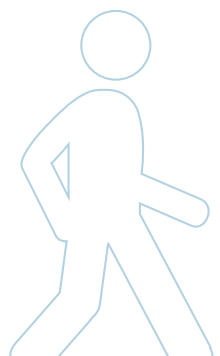
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# Who is Bike/Walk Central Florida?

Bike/Walk Central Florida (BWCF) is a 501(c)(3) nonprofit founded in 2010, focused on making Central Florida a safer, more walkable, and bikeable community through education, advocacy, and collaboration. Since 2010, BWCF has grown into a regional leader in promoting pedestrian and cycling safety, partnering with local governments, schools, and organizations to advance safe, active transportation.



## Our Mission

BWCF's mission is to make Central Florida communities **SAFER** by creating a connected and equitable transportation system that supports walking, biking, and rolling for everyone.

- ▶ **S**teward partnerships to improve the state of the built environment
- ▶ **A**dvocate for policies, programs and infrastructure that create active, safe and connected communities
- ▶ **F**oster community involvement
- ▶ **E**mpower people to walk, bike and roll safely and confidently for transportation and recreation
- ▶ **R**esource and guide for community and partner needs.



## Our Purpose

Advancing active mobility options for all.



## Our Vision

Central Florida is a healthy, active, and connected community where people choose to walk, bike, and roll.



## Our Values

- Civility
- Collaboration
- Equity
- Integrity
- Innovation
- Empowerment

# The Problem

## Why Central Florida Needs Safer Streets

### The Need for Change is Clear

Central Florida is one of the most dangerous places in the country for pedestrians and cyclists. Our region has consistently ranked at the top of the Dangerous by Design report, with alarming rates of fatalities and injuries. Behind these numbers are real people—families, children, seniors, and individuals with disabilities—whose lives are forever changed by preventable tragedies.

 **25,362** SERIOUSLY INJURED **9,552** KILLED

Over the past decade, Florida has seen a staggering 25,362 serious injuries and 9,552 fatalities<sup>1</sup> among pedestrians and bicyclists, devastating thousands of families.

 **463** PEDESTRIANS & CYCLISTS SERIOUSLY INJURED OR KILLED IN 2024

In 2024, over 463 pedestrians and cyclists were seriously injured or killed in Florida's District 5 alone, underscoring the profound impact on our local communities.<sup>2</sup>

 **1 IN 4** FLORIDA RESIDENTS MOST LIKELY TO BE KILLED

1 in 4 residents in Florida are adults aged 50 to 64 or 75 and older,<sup>3</sup> a demographic most likely to be killed in pedestrian fatalities.<sup>4</sup>

 **3RD** IN THE NATION FOR CHILDREN'S PEDESTRIAN DEATHS

Florida ranked third in the nation in 2021 for pedestrian fatalities among children involved in motor vehicle crashes.<sup>5</sup>

 **10.4%** OF CHILDREN WALK OR BIKE TO SCHOOL

In 1969, 48% of U.S. students in grades K–8 walked or biked to school.<sup>6</sup> Recent data indicates that the percentage remains low, with only 10.4% of children walking or biking to school in 2017.<sup>7</sup> This sharp decline is linked to factors such as greater distances between home and school, safety concerns, and urban planning that prioritizes automobile travel over active transportation.<sup>8</sup>

 **30%** OF FAMILIES' INCOME SPENT ON TRANSPORTATION

Communities without accessible walking or biking options face higher transportation costs, forcing families to spend up to 30% of their income just to get around.<sup>9</sup>

Sources: 1) Signal4Analytics, Florida, Jan 1, 2014 - Oct 5, 2024, 2) Signal4Analytics, FDOT District 5, Jan 1, 2024 - Oct 5, 2024, 3) Neilsberg Research, 4) Dangerous by Design 2024 - Smart Growth America, 5) Florida Chapter of the American Academy Pediatrics, 6) Walk Bike to School, 7) National Household Travel Survey, 8) Safer Routes Guide, 9) Bureau of Transportation Statistics

# The Solution

## Repaving the Way to Safer Streets

### How Sponsorship Funds Are Used

At Bike/Walk Central Florida, we are dedicated to solving the challenges of unsafe streets and vulnerable road users through targeted, impactful initiatives. Depending on your sponsorship level\*, your contribution supports programs that create safer, more accessible communities.



#### Advocacy

We advocate for life-saving policies and infrastructure improvements, collaborating with local DOTs and government agencies on Vision Zero and Complete Streets designs. Our efforts support projects like crosswalks, bike lanes, and ensuring ADA compliance to create accessible and inclusive communities.



#### Education

We deliver educational initiatives to empower all generations, addressing safety concerns for children, families, and older adults alike. Our programs teach road safety, distribute essential gear like helmets, and raise awareness about the benefits of active transportation for health, sustainability, and community connection.



#### Engagement

We engage residents, transportation professionals, and urban planners to foster safer and more connected communities. Through events like BIKE 5 and community rides, we highlight active transportation opportunities and challenges while empowering participants with real-world insights. Workshops, trail activation initiatives, and safety campaigns give residents the tools to advocate for safer streets, while stories of infrastructure improvements inspire continued progress.

\*Sponsorship breakdown available on pages 6-9.

# The Solution

## Repaving the Way to Safer Streets

### Together for Safer Streets

Creating safer streets requires collaboration and a shared vision for change. At Bike/Walk Central Florida, we work hand in hand with diverse partners, communities, and advocates to bring our initiatives to life.



#### Municipalities and Government Agencies

Collaborating to implement policies and infrastructure that prioritize safety.



#### Consulting Firms & Healthcare Providers

Partnering to address the broader impacts of transportation safety on public health and community well-being.



#### Elected Officials

Working together to advocate for legislation that supports safer streets.



#### Families & Traffic Crash Victims

Providing support and advocating for changes that prevent future tragedies.



#### Seniors, Cyclists, Walkers, and Students

Ensuring that all community members, especially those who rely on walking and biking, have safe and accessible transportation options.



#### People with Disabilities

Advocating for inclusive infrastructure that accommodates all levels of mobility.



By sponsoring BWCF, you are aligning with a mission that values every member of our community. Together, we can create a Central Florida where streets are safe, lives are protected, and everyone has the freedom to walk and bike without worry.

# Sponsorship Packages - Tier 3 ✨



## Thought Leader

### BWCF

- Logo on BWCF website w/ link
- 4 Sponsored social media posts (logo)
- 2 Sponsor dedicated social media posts
- Sponsor dedicated full page in Impact Report
- 4 Sponsored newsletter emails (logo)
- 1 Sponsor dedicated email
- 1 Dedicated blog post
- Presenting sponsor designation

### Wheel of Achievement

- 5 Event tickets + 10-minute speaking session
- Presenting sponsor designation on event assets & page
- 2 Presenting sponsor social media posts (logo)

### BIKE 5

- 12 Complimentary registrations
- Additional rider discounts (20% off)
- 2 Presenting sponsor social media posts (logo)
- Large logo on BWCF.org & logo on registration event pages w/ sponsor section
- Logo on Facebook event page banner & sponsor mention
- Large logo on event apparel\*
- Large logo on promotional materials
- Large logo on route map
- Large logo on city stop banners
- 1 Logo photo prop + custom prop at all stops
- Event table/booth
- Photo of team & table
- Logo, table, interview, & thumbnail in BIKE 5 video
- Presenting sponsor logo in event communications
- Presenting sponsor logo on event wristband
- Presenting sponsor designation in route navigation app
- Private group ride with rider leader

**\$12,000**  
Click to purchase



## City Advocate

### BWCF

- Logo on BWCF website w/ link
- 3 Sponsored social media posts (logo)
- 1 Sponsor dedicated social media post
- Sponsor dedicated half page in Impact Report
- 3 Sponsored newsletter emails (logo)

### Wheel of Achievement

- 4 Event tickets
- Large logo on event assets, Medium logo on event page
- 2 Sponsored social media posts (logo)

### BIKE 5

- 8 Complimentary registrations
- Additional rider discounts (10% off)
- 2 Sponsored social media posts (logo)
- Medium logo on BWCF.org & logo on registration event pages
- Name listed on Facebook event page
- Medium logo on event apparel\*
- Medium logo on promotional materials
- Medium logo on route map
- Medium logo on city stop banners
- 1 Logo photo props at all stops
- Event table/booth
- Photo of team & table
- Logo & table in BIKE 5 video
- Sponsor listed in event description for route app

**\$8,000**  
Click to purchase

\*Not guaranteed after September 1, 2026

# Sponsorship Packages - Tier 2 ✨



## Community Partner

### BWCF

Logo on BWCF website w/ link

2 Sponsored social media posts (logo)

Sponsor dedicated quarter page in Impact Report

2 Sponsored newsletter emails (logo)

### Wheel of Achievement

3 Event tickets

Medium logo on event assets, Small logo on event page

1 Sponsored social media post (logo)

### BIKE 5

6 Complimentary registrations

Additional rider discounts (10% off)

1 Sponsored social media post (logo)

Small logo on BWCF.org  
& logo on registration event pages

Name listed on Facebook event page

Small logo on event apparel\*

Small logo on promotional materials

Small logo on city stop banners

1 Logo photo prop at each stop

Event table/booth

Photo of team & table

Logo in BIKE 5 video

Sponsor listed in event description for route app

**\$5,000**  
Click to purchase



## Neighborhood Ambassador

### BWCF

Logo on BWCF website w/ link

1 Sponsored social media post (logo)

Logo placed in Impact Report

1 Sponsored newsletter email (text)

### Wheel of Achievement

2 Event tickets

Medium logo on event assets, Small logo on event page

1 Sponsor tier group social media post (logo)

### BIKE 5

4 Complimentary registrations

Additional rider discounts (10% off)

1 Sponsor tier group social media post (logo)

Small logo on BWCF.org  
& logo on registration event pages

Name listed on Facebook event page

Name listed on event apparel\*

Name listed on promotional materials

Name listed on city stop banners

1 Logo photo prop at each stop

Eligible to add event table/booth (additional \$500)

Sponsor listed in event description for route app

**\$2,500**  
Click to purchase

\*Not guaranteed after September 1, 2026

# Sponsorship Packages - Tier 1 ✨



## Safety Supporter

### BWCF

Logo on BWCF website w/ link

1 Sponsored social media post (text)

Name listed in Impact Report

### Wheel of Achievement

1 Event ticket

Small logo on event assets, Name listed on event page

1 Sponsor tier group social media post (text)

### BIKE 5

3 Complimentary registrations

Additional rider discounts (10% off)

1 Sponsor tier group social media post (text)

Name listed on BWCF.org, registration,  
and Facebook event pages

Name listed on city stop banners

Eligible to add event table/booth (additional \$500)

Sponsor listed in event description for route app

**\$1,000**  
Click to Purchase



## Pedal Partner

### BIKE 5

1 Complimentary registration

1 Sponsor tier group social media post (text)

Name listed on BWCF.org, registration,  
and Facebook event pages

Name listed on city stop banners

**\$500**  
Click to Purchase

## See your impact in action!

Curious about the difference your  
sponsorship makes?

Explore our FY24-25 Impact Report to  
see how your dollars help create safer  
streets, empower communities, and save  
lives across Central Florida.

[View the full impact report now!](#)

# Sponsorship Packages

[Click to Sponsor Now](#)

	<b>Pedal Partner</b> \$500	<b>Safety Supporter</b> \$1,000	<b>Neighborhood Ambassador</b> \$2,500	<b>Community Partner</b> \$5,000	<b>City Advocate</b> \$8,000	<b>Thought Leader</b> \$12,000
<b>BWCF</b>						
Logo on BWCF.org w/ link		✓	✓	✓	✓	✓
Sponsored Social Media Post(s)		1 (text only)	1 (logo)	2 (logo)	3 (logo) + 1 Dedicated post	4 (logo) + 2 Dedicated posts
Impact Report Placement		Name listed	Sponsor logo	¼ Page	½ Page	Full page
Sponsored Email Newsletter(s)			1	2	3	4
Sponsor Dedicated Email						1
Sponsor Dedicated Blog Post						1
Presenting Sponsor Designation						✓
<b>Wheel of Achievement</b>						
Complimentary Ticket(s)		1	2	3	4	5
Event Assets & Page Recognition		✓	✓	✓	✓	✓
Sponsored Social Media Post(s)		1 Group tier post (text only)	1 Group tier post (logo)	1 (logo)	2 (logo)	2 Presenting sponsor posts
<b>BIKE 5</b>						
Complimentary Registration(s)	1	3	4	6	8	12
Additional Rider Discount		10% Off	10% Off	10% Off	10% Off	20% Off
Sponsored Social Media Post(s)	1 Group tier post (text only)	1 Group tier post (text only)	1 Group tier post (logo)	1 (logo)	2 (logo)	2 Presenting sponsor posts
BWCF Event Page Recognition	Name listed	Name listed	Small logo	Small logo	Medium logo	Logo in event banner
Registration Page Recognition	Name listed	Name listed	Logo	Logo	Logo	Logo in event banner
Facebook Event Recognition	Name listed	Name listed	Name listed	Name listed	Name listed	Logo in event banner
Event Apparel Recognition*			Name listed	Small logo	Medium logo	Large logo
Promotional Material Recognition			Name listed	Small logo	Medium logo	Large logo
City Stop Banner Recognition	Name listed	Name listed	Name listed	Small logo	Medium logo	Large logo
Event Table/Booth		Additional \$500	Additional \$500	✓	✓	✓
Sponsor Logo Photo Props			✓	✓	✓	Logo + custom prop
BIKE 5 Video				Logo	Logo & table	Logo, table, & interview
Photography (team, table)				✓	✓	✓
Route Map					Medium logo	Large logo
Event Wristband Recognition						✓
Event Comms Recognition						✓
Route Nav App Recognition		Name listed in description	Name listed in description	Name listed in description	Name listed in description	Presenting Sponsor
Private Group Ride w/ Ride Leader						✓

\*Not guaranteed after September 1, 2026

# Support Through Action and Giving

At Bike/Walk Central Florida (BWCF), we value every contribution that helps advance our mission of creating safer, more accessible streets. Beyond financial sponsorships, there are multiple ways for your organization to make a meaningful impact.

## In-Kind Donations [Contact BWCF](#)

Support BWCF by contributing products or services that directly enhance our programs and events. Your donations provide essential resources for participants and create memorable experiences in our community. Examples include:

- Branded water bottles, t-shirts, or safety gear for event participants.
- Raffle prizes or giveaways for fundraising efforts.
- Services such as printing, graphic design, photo/videography, & catering for events.

Your in-kind contributions not only fuel our initiatives but also showcase your commitment to community safety and well-being.

## Volunteer Opportunities [View Opportunities](#)

Get your team involved in hands-on community service! Volunteering at BWCF events provides an opportunity to engage with local communities while making a tangible difference.

- **Event Participation:** Help at flagship events like BIKE 5 or assist with safety coaching at bike rodeos.
- **Helmet Fitting & Bike Safety Stations:** Contribute to life-saving education by assisting children and families.
- **Community Engagement:** Be a part of our outreach efforts, fostering awareness and participation in creating safer streets.

Volunteering not only amplifies your impact but also strengthens team bonds and reinforces your organization's dedication to building a better community.

## Direct Donations [Donate Now](#)

In addition to in-kind and volunteer support, direct monetary contributions play a vital role in advancing our mission. Your generosity funds:

- Educational campaigns that raise awareness about road safety.
- Helmets and bikes for children in need.
- Community workshops and advocacy initiatives that drive systemic change.

Every donation, whether large or small, moves us closer to a future where every member of our community can walk, bike, and live safely.



To sponsor Bike/Walk Central Florida initiatives or events, contact our team for detailed sponsorship packages and payment options. Custom sponsorships are available based on your organization's needs.

## Contact

**Phone**      [407.542.6074](tel:407.542.6074)

**Website**    [www.bikewalkcentralflorida.org](http://www.bikewalkcentralflorida.org)

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