

OFFICIAL SPONSORSHIP PACKET



DATE

Sunday, November 5, 2023

TIME

11 AM

LOCATION

Lafitte Greenway

SPONSORED BY

YOUR COMPANY



The Big Easy Bicycle Festival is a unique festival that involves cycling, community, and fun! In 2017, 783 bicyclists were killed in crashes with motor vehicles in the United States. Through the Bicycle Festival, we will work with partners across New Orleans to raise awareness of the bicycling community in New Orleans.

Additionally, we will raise awareness of the benefits of bicycling which include exercising and reducing carbon footprint. Through community engagement, innovation, and strategic planning, we will produce an entertaining festival that includes speakers, performances, a great experience for festival attendees, and, most importantly, change for our city.

MISSION

The mission of the Big Easy Bicycle Festival is to 1.) raise awareness of the bicycling community in New Orleans, 2.) create a conversation around the benefits of bicycling, and 3.) support non-profit organizations that are committed to enhancing life.

VISION

Our vision is to become the most impactful, entertaining festival in New Orleans while creating real change and awareness in New Orleans for bicyclists.

VALUES

Be B.I.K.E. – Be BENEVOLENT. Be INNOVATIVE. Be KIND. Be ENTERTAINING.

Now that you know who we are, and what we do, here's where you come in, we are raising awareness the best way New Orleans knows how and that's by hosting a festival to be held on the beautiful grounds of Bayou St. John, NOLA, your support is needed.

This sponsorship packet is an invitation for you to join us by becoming a Sponsor of this event. As a leader in the community, your involvement with us bringing this festival to the community is an opportunity for your organization to receive exposure and to join other individuals, organizations, and coalitions in our community to educate, inform and offer a community to bike riders of all ages.

Community sponsors are the primary source of funding for this event and will help ensure its success. We offer several tiers for your consideration.



SPONSOR LEVELS

FIRST GEAR SPONSOR/TITLE SPONSOR - \$10,000

- Naming opportunities before, during and after event
- Inclusion in press releases and event programs
- Company branding on all signage at the event and all collateral
- Largest company branding/logo on stage banner at event
- Largest company branding on signage along bike trails leading to the festival
- Public recognition by event speakers on stage to promote business/brand
- Recognition on festival webpage & social media platforms
- Reserved parking and tent for the festival event
- Event benefits-opportunity to designate start location for cyclists to meet the morning of the festival and set up their tent space

SECOND GEAR SPONSOR - \$5000

- Inclusion in press releases and event programs
- Company branding on all signage at the event and all collateral
- Press Availabilities/Media Opportunities
- Company branding on stage banner at event
- Company branding on signage along bike trails leading to the festival
- Public recognition by event speakers on stage to promote business/brand
- Recognition on festival webpage & social media platforms
- Reserved parking and tent for the festival event
- Event benefits-opportunity to designate start location for cyclists to meet the morning of the festival and set up their tent



THIRD GEAR SPONSOR - \$2500

- Inclusion in press releases and event programs
- Company branding on all signage at the event and all collateral
- Company branding on signage along bike trails leading to the festival
- Press Availabilities/Media Opportunities
- Public recognition by event speakers on stage to promote business/brand
- Recognition on festival webpage & social media platforms
- Event benefits-opportunity to designate start location for cyclists to meet the morning of the festival and set up their tent space

FORTH GEAR SPONSOR- \$1500

- Inclusion in press releases and event programs
- Public recognition by event speakers on stage to promote business/brand
- Company branding on signage along bike trails leading to the festival
- Company branding on all signage at the event and all collateral
- Recognition on festival webpage & social media platforms
- Event benefits-opportunity to designate start location for cyclists to meet the morning of the festival and set up their tent space

FIFTH GEAR SPONSOR- \$500

- Inclusion in press releases and event programs
- Public recognition by event speakers on stage to promote business/brand
- Company branding on all signage at the event and all collateral
- Recognition on festival webpage & social media platforms
- Event benefits-opportunity to designate start location for cyclists to meet the morning of the festival

IN KIND DONATION VALUE- \$_____



SPONSOR FORM

Please contact Lawrence Mackie Jr. with any sponsorship questions or concerns:

T 504.495.0648

Email: LMackieJr@thebigeasybicyclefest.org

(Please Print or Type)

<i>NAME:</i>	
<i>TITLE:</i>	
<i>SPONSORSHIP LEVEL:</i>	
<i>COMPANY:</i>	
<i>ADDRESS:</i>	
<i>PHONE:</i>	
<i>EMAIL:</i>	
<i>WEB ADDRESS:</i>	

SOCIAL

HANDLES IF ANY:

CC mc/visa/amex CC# _____ Exp _____ Check Enclosed. Check # _____ **Make check payable: The Big Easy Bicycle Fest (501c3)**

THANK YOU FOR YOUR SUPPORT!