



Bike Month Business Challenge

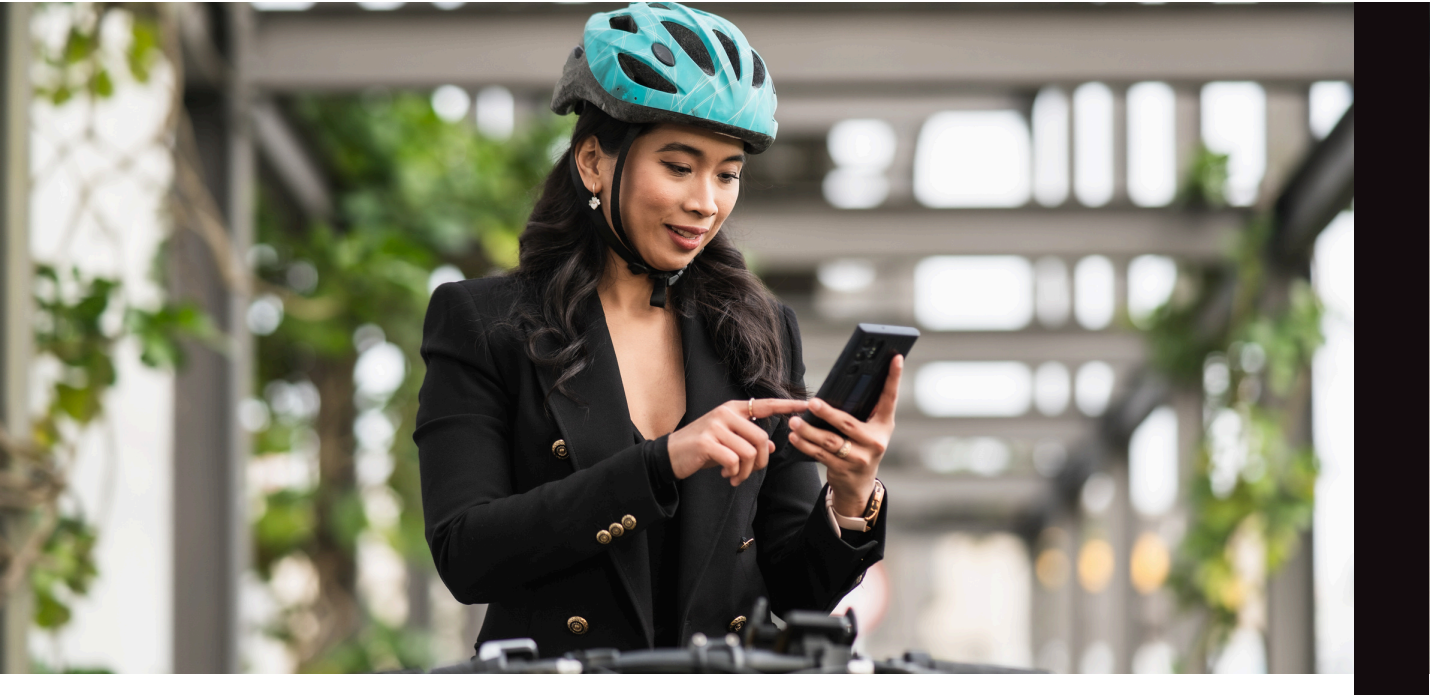
Shift into Action

**Sponsor the Bike Month Business
Challenge**





What is the Bike Month Business Challenge?



The **Bike Month Business Challenge** presents an incentive for businesses and organizations in the greater Charlottesville area to adopt cycling as their mode of transportation. Organized by RideShare, a program of the Thomas Jefferson Planning District Commission (TJPDC), this friendly competition aims to reduce car dependency while promoting employee wellness and enhancing environmental responsibility during National Bike Month, each May. The Challenge's long term goal is to create lasting engagement and a community that embraces active transportation.

Participants track their bike trips and miles using the ConnectingVA app. **In 2024, 13 local businesses teams** participated, collectively **cycling 823 miles** and successfully **reducing greenhouse gas emissions by 685.21 pounds!**



When: The Challenge runs May 1-31.

Who: Includes businesses and individuals located in the greater Charlottesville area.

How: Individuals and businesses easily track bike trips using the ConnectingVA app (available on Desktop and for Apple and Android) to earn points toward multiple \$25, \$250, and \$500 gift cards and chances to win particularly exciting prizes during the month of May! The app also provides year-round benefits for all forms of clean commuting.



RideShare works to reduce traffic congestion and improve mobility throughout Central Virginia. The program offers free carpool matching, vanpool coordination, and a Guaranteed Ride Home program for emergency situations. Community members can track their “clean commutes” (walking, biking, carpooling, transit, and telework) through the ConnectingVA app to earn rewards, giveaways, and discounts even outside of Bike Month. TJPDC also collaborates with employers to develop effective traffic reduction programs and promote the region's Park and Ride lots.

Why Sponsor?

Align your brand with sustainability, health, and community impact by supporting this year's Bike Month Business Challenge. This is a perfect opportunity to showcase your company's values, engage with an active local audience, and make a tangible difference in Charlottesville.

BOOST YOUR BRAND VISIBILITY

Get recognized across digital, social, and print media, with direct exposure to businesses, employees, and community members.

SHOW YOUR COMMITMENT TO SUSTAINABILITY

Consumers and employees are looking to support companies that take environmental responsibility seriously. Encourage workplace wellness, employee engagement, and local brand loyalty.

HELP POWER AN EXCITING COMMUNITY EVENT

Your support funds prizes, outreach, and participation incentives that drive the success of this initiative and ongoing efforts.

POWER THE PEDALS

As cycling continues to grow in popularity, your support positions you as a leader in the movement toward sustainable, livable communities. Join us in transforming how Charlottesville moves.

Sponsorship Opportunities



PEDAL PUSHER | \$500

Support grassroots cycling initiatives in Charlottesville! Your contribution helps fund community engagement activities and promotional materials.

Sponsor Perks:

- Your logo featured on our website and promotional signage
- Logo placement on challenge T-shirts
- Opportunity to include branded items in participant packets
- 1 social media feature showcasing your brand's support
- Recognition in the post-event impact report



GEAR SHIFTER | \$750

What's a local biking challenge without amazing local prizes? Your donation funds cycling gear, custom swag, and local businesses' gift cards for winning teams.

Sponsor Perks:

- Your logo featured on our website and promotional signage
- Logo placement on challenge T-shirts
- Opportunity to include branded items in participant packets
- 3 social media features showcasing your brand's support
- Recognition in the post-event impact report





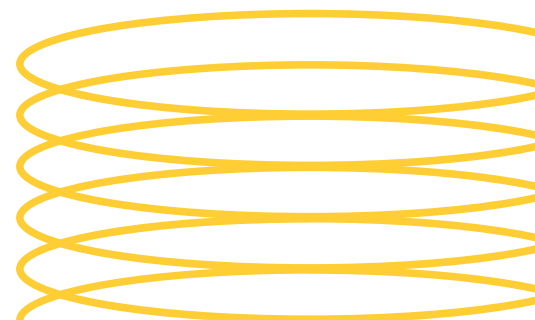
THE WHEEL DEAL | \$1000 - \$2000

Your generous support help us make our highest-impact initiatives possible, including free bike tune-ups for winning businesses and our grand prize—an electric bike and helmet raffled to a participant who logged over 25 miles during the challenge.

Sponsor Perks:

- Prominent logo placement on all promotional materials, website, and challenge T-shirts
- Opportunity to include branded items in participant packets
- Featured status in all marketing campaigns related to the Challenge
- 4 to 6 social media features showcasing your brand's support
- Recognition in post-event impact report
- Recognition in all press releases and media communications related to the Challenge, including during Fridays After Five.

**HAVE ANOTHER WAY TO CONTRIBUTE? WE
WELCOME IN-KIND DONATIONS AND ARE
HAPPY TO EXPLORE CREATIVE PARTNERSHIPS
THAT ALIGN WITH YOUR BUSINESS.**



Sponsor Visibility Timeline & Marketing Reach

☀️ PRE-EVENT (APRIL):

Sponsors announced via press releases, email campaigns, and social media

Logos featured on promotional materials and website

☀️ DURING EVENT (MAY):

Social media posts featuring sponsors

Live event mentions & engagement opportunities

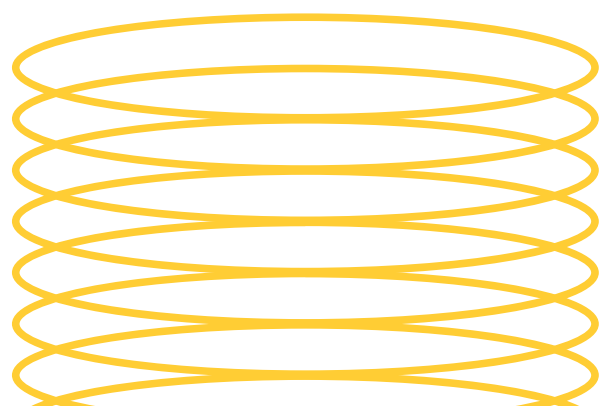
Newsletter shoutouts & special sponsor highlights

☀️ POST-EVENT (JUNE):

Wrap-up report with sponsor impact stats

Challenge recap video showcasing sponsor contributions

Final round of social media features





rideSHARE

Thank You

Your support directly contributes to:

- Environmental sustainability: Each bike trip replaces a car journey, reducing emissions and congestion
- Community health: Encouraging active transportation improves physical and mental wellbeing
- Local economic development: Cyclists are more likely to shop locally and support neighborhood businesses
- Workplace wellness: Participating businesses increase employee satisfaction and promote team building
- Infrastructure advocacy: Successful cycling initiatives strengthen the case for improved bike infrastructure

**BE PART OF CHARLOTTESVILLE'S MOVEMENT
TOWARD SUSTAINABLE TRANSPORTATION!**



SECURE YOUR SPONSORSHIP TODAY:


WEBSITE

 RideShareinfo.org/bike-month/

SOCIAL MEDIA


 www.facebook.com/RideShareinfo

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