



The 8th Annual

**Tennessee Bike Walk Summit
Sponsorship Packet**

Knoxville, TN

May 9 – 10, 2019

Summit Overview

Bike Walk Tennessee will continue to focus on walking *and* biking at our annual summit. This grows from a commitment to building streets that are safe and inviting for all people. We believe that our communities are stronger and more economically vibrant when people walk and bike, and we are proud to build on the success of the Tennessee Bike Summit these past seven years – success made possible by our sponsors – to extend this work to both walking and biking as we support a bright future for our great state.

Our Goal

The goal of the Summit is to bring together people who care about making our streets safer for all people – particularly those who walk and bike. We are advocates, transportation professionals, law enforcement personnel, business owners, policy makers and citizens. We are you! The primary goal of the summit is to share resources and build partnerships with the goal of establishing a network that is capable of doing great things in cities and towns across the state. The Summit facilitates collaboration on topics ranging from measuring the economic and health benefits of walking and biking to sharing current trends in bike and pedestrian safety to showcasing innovative infrastructure design and excellent enforcement strategies.

The Challenge

Planning professionals, policy makers, and law enforcement personnel are limited in what they can accomplish - if they lack community support. The Summit works to knit advocates together with public servants, focusing especially on how advocacy and civic engagement can lead to safer streets for all. Participants share successful projects and programs from communities across the state in our workshops, teaching the skills needed to make our communities excellent places to walk and bike.

Participants

The summit attracts advocates, tourism and health officials, transportation planners, researchers, cycling retailers, elected officials, and law enforcement personnel. It is a one of a kind space to share knowledge and create common understanding with a diverse group of participants.



Nashville Metro Councilor speaking at 2018 Summit



Toks Omishakin, TDOT commissioner speaking at 2018 Summit in Nashville



Gil Penalosa addresses a full house at the 2015 Tennessee Bike Summit in Knoxville.

Tennessee Bike Summit Attendees Demographics

Advocates, nonprofit organizations	43%
Bike club representatives, educators, and students	6%
Government workers and officials	24%
Private business: consultants, engineers and planners...	12%
Private business: retail and adventure	15%

Summit Program

The conference program will also include focused breakout sessions, an active expo event, a bike ride, and social events.

Please visit our website www.tnbikesummit.org for the latest information on the Tennessee Bike Summit.



Group photo of all participants from the 2018 Summit in Nashville, TN.

Event Organizer

Bike Walk Tennessee

Bike Walk Tennessee was founded in 2009 by a group of people committed to making Tennessee the best state in the country for biking and walking. Bike Walk TN is the state's only statewide bike and pedestrian advocacy organization. Bike Walk Tennessee works on regional, statewide, and national level to enhance biking and walking opportunities in Tennessee.

What we do:

Advocate with Tennessee State Legislature to pass legislation friendly to bicycles. For example, drafted and advanced a strengthened Due Care law that created stiffer penalties for motor vehicle drivers who injure or kill a pedestrian or bicyclist, and prevented passage of a state law in 2016 that would have restricted the use of gas tax revenue for bicycle lanes in Tennessee.

Bike Walk TN also ensured that new transportation revenue generated by the IMPROVE Act in 2017 – more than \$70 million annually to counties and more than \$35 million annually to cities – can be used for biking and walking projects.

We connect with U.S. Congress members. Bike Walk TN coordinates annual Capitol Hill meetings between Tennessee advocates and U.S. Senators and Representatives from Tennessee.

We have lead the development of the U.S. Bicycle Route System in Tennessee and coordinate efforts to maximize the potential of bicycle tourism in Tennessee.

The Tennessee Summit is our signature event. In the years since the summit began in 2012, Tennessee has become one of the most bicycle-friendly states in the Southeast. Our sponsors and supporters are fueling Tennessee's rise to national leadership in bicycle advocacy.



The TN Delegation at the 2018 National Bike Summit

8,000 MILES ADDED
AND GROWING



Event Host

Bike Walk Knoxville

Bike Walk Knoxville (BWK) is the Knoxville regional committee of Bike Walk Tennessee. BWK formed in the fall of 2012 in response to an increased amount of road rage and crashes involving bicyclists and pedestrians. BWK is a community-driven, non-profit organization working to create safe streets and vibrant communities in the Knoxville region. BWK serves as a unified voice representing the common interests of diverse biking and walking groups in Knoxville and surrounding communities. Our organization goals include the following:



Lonsdale Elementary Kids Love Bikes program students – Knoxville, TN



Open Streets Knoxville 2018



Dogwood Elementary Safe Routes to School program students – Knoxville, TN

Engage in outreach and educational opportunities: From Summer Tours with Elected Officials to Youth Bike and Walk programming to advocating for legislation that protects vulnerable road users, Bike Walk Knoxville reaches out to Knoxville area residents to engage and educate them regarding the benefits of better policies and more infrastructure for biking and walking.

Support Complete Streets: Complete Streets are streets that work for everybody. People of all ages and abilities should be able to safely move along and across streets in a community, regardless of how they are traveling. Complete Streets provide connectivity for biking and walking; communities that have invested in bike and walking connections are healthier and economically more prosperous.

Serve as the subject matter expert to the Knoxville region: If you have a question about a policy or funding that impacts biking and walking at the local, state or federal level, we are here to answer your questions. We can provide you with talking points to educate your elected officials on legislation or funding that impacts walking and biking access.

Plan and host Open Streets Knoxville: Open Streets Knoxville combines physical activity with community engagement to build support for more and safer transportation choices. Open Streets Knoxville is part of a global Open Streets Project, which seeks innovative ways for cities to achieve environmental, social, economic, and public health goals.

Bike Walk Knoxville is excited to be hosting the Tennessee Bike Walk Summit. You can learn more about our work at www.bwknox.org.

Sponsor Benefits

To "summit" all up, we need your help.

This event relies on the support of businesses, organizations, and agencies who believe in the important role biking and walking have in communities across Tennessee. Please consider becoming a sponsor of the 8th Annual Tennessee Bike Summit.

Platinum \$5,000+ *Basic package plus these benefits:*

- Exclusive sponsorship of keynote presentation. A sponsor representative will be invited to address participants for 5 minutes prior to keynote.
- Public recognition at the Conference kick-off and the summit reception
- Highlighted as Platinum sponsor, 25% larger logo than Gold
- Product placement in Summit registration bag
- Five (5) complimentary registrations to conference

Gold \$2,500+ *Basic package plus these benefits:*

- Sponsorship of a break-out session. A sponsor representative will be invited to address participants for 5 minutes prior to presentation.
- Public recognition at the Conference kick-off and the summit reception
- Highlighted as Gold sponsor, 25% larger logo than Silver
- Product placement in Summit registration bag
- Three(3) complimentary registrations to conference

Silver \$1,000+ *Basic package plus these benefits:*

- Highlighted as Silver sponsor, 25% larger logo than Bronze
- Two (2) complimentary registrations to conference
- Product placement in Summit registration bag



Chuck Faulkner, Jeff Roth Cycling Foundation speaking at 2018 Summit in Nashville



Sponsor recognition banner at 2018 Summit



*Fun Bike Ride around Nashville at the
2018 Summit*

Bronze \$500+ Basic Package plus these benefits

- Highlighted as Bronze sponsor, company logo featured
- One (1) complimentary registration to conference

Basic Package

- Table in bike expo
- Company name or logo featured in marketing pieces including: Bike Summit Website, Summit program, Advertisements, and sponsor recognition on onsite signage at event.
- Company name displayed on screen at conference.
- Summit sponsors will be Bike Walk TN website and Facebook sites.

Supporter \$250+

- Company name featured on website and conference packet
- One (1) complimentary registration to conference

Thank you!

On behalf of Walk Bike Knoxville and Bike Walk Tennessee, and people who walk and bike across Tennessee, thank you for your contribution and your support of a bicycle-friendly Tennessee.

Questions?

Send all questions and inquiries to:

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*Networking Social
2018 Summit in Nashville*