



The 9th Annual

Tennessee Bike Walk Summit

Sponsorship Packet

Cleveland, TN

April 16 - 17, 2020

Summit Overview

In 2012, Bike Walk Tennessee organized the first **Tennessee Bike Summit** in Chattanooga, Tennessee. More than 125 Tennesseans gathered in Chattanooga to discuss topics ranging from regional planning to bicycle encouragement programs like “Ride to Work” day. Since then, the Summit has visited every major city in Tennessee and has grown into an annual event that regularly brings together cyclists, advocates, planners, engineers, and elected officials from across the state to share resources and best practices related to bicycle infrastructure, funding, education, outreach, and policy. Through a series of keynote presentations, breakout sessions, and mobile workshops, the Summit is a valuable educational and networking experience. In 2018, Bike Walk Tennessee changed the focus of the Summit to also include walking, changing the name to the **Tennessee Bike Walk Summit** and 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 past Summits – success made possible by our sponsors - 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 – particularly those who walk and bike. The primary goal of the Summit is to share resources and build partnerships to establish a network that is capable of doing great things across the state. The Summit facilitates collaboration on topics from measuring economic and health benefits of walking and biking, sharing trends in bike and pedestrian safety, and showcasing innovative infrastructure design.

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.



Group photo of participants from the 2019 Summit in Knoxville, TN

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 a common understanding with a diverse group of participants.

Please visit our website www.bikewalktn.org/tsummit for the latest information on the Tennessee Bike Walk Summit.

Event Organizer

Bike Walk Tennessee (BWTN)

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. BWTN is the state's only statewide bike and pedestrian advocacy organization. BWTN serves as a statewide voice to advance public policy that improves economic development, health equity, and quality of life. We work on a regional, statewide, and national level to enhance biking and walking opportunities in Tennessee. BWTN connects with U.S. Congress members; coordinating annual Capitol Hill meetings between Tennessee advocates and U.S. Senators and Representatives from Tennessee. The Tennessee Bike Walk 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 and pedestrian advocacy.



Examples of what we have accomplished:

- Bike Walk TN 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 that would have restricted the use of gas tax revenue for bicycle lanes in Tennessee.
- We were directly involved in developing the text for the legislation related to electric bicycles in the state of Tennessee. Tennessee was one of the earliest states to have legislation related to e-bikes.
- Bike Walk TN also ensured that new transportation revenue generated by the IMPROVE Act – more than \$70 million annually to counties and more than \$35 million annually to cities – can be used for biking and walking projects.
- With funding from the Rails to Trails Conservancy Bike Walk TN contracted the University of Tennessee to conduct a survey to find out what the people of Tennessee wanted to do with increased state gas tax money. The study reported 57% of registered voters supported a percentage of any increase in gas tax should go to infrastructure for biking, walking, and transit in addition to roads and bridges.

Event Host

Bike Walk Cleveland

Bike Walk Cleveland is the Cleveland regional committee of Bike Walk Tennessee; a local champion for a healthy biking and walking community. Bike Walk Cleveland loves their city, and they work to make it even better through education, service, connectivity, and advocacy.

By partnering with others to improve walking corridors, sharing knowledge about biking, walking, and running, connecting neighborhoods and outlying communities to schools, Downtown, and the Greenway, Bike Walk Cleveland advocates for improvements for biking, running, and walking infrastructure. Bike Walk Cleveland wants to make biking, running, and walking safe, easy, and enjoyable; they want to make these activities a real mode of transportation for their community!

Sponsor Benefits

The following sponsorship levels include the basic package and the benefits listed below:

Platinum \$5,000+

- Sponsorship of keynote presentation; a sponsor representative will be invited to address participants for 5 minutes prior to keynote
- Public recognition at the Summit kick-off and the Summit networking social
- Highlighted as Platinum sponsor, 25% larger logo than Gold
- Product placement in Summit registration bag
- Five (5) complimentary registrations to conference

Gold \$2,500+

- Public recognition at the Summit kick-off and the Summit networking social
- Highlighted as Gold sponsor, 25% larger logo than Silver
- Product placement in Summit registration bag
- Three (3) complimentary registrations to conference

Silver \$1,000+

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

Bronze \$500+

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

Basic Package

- Table at Summit promoting organization
- Company name or logo featured in marketing pieces including: Summit website, Summit program, social media, and sponsor recognition on onsite signage at event.
- Company name displayed on screen at conference.
- Summit sponsors will be recognized on the Bike Walk TN website and Facebook sites.

The following sponsorship level does NOT include the basic package and includes only what is listed below:

Supporter \$250+

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

On behalf of 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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