



February 8, 2010

We would like to invite you to partner in one of Pueblo's most healthy and inspiring events! P.A.C.E. (Pueblo Active Community Environments), in conjunction with the Pueblo City-County Health Department, is gearing up for a ***“Walk-n-Roll Pueblo”*** campaign to promote active living with many opportunities to bike, walk or run this spring plus two ***Bike to Work Day*** opportunities and we want you to join our team.

The spring calendar of events promoting biking and walking for fitness, fun and commuting will allow us to promote all these opportunities:

- National Bike to Work day May 21<sup>st</sup>
- Colorado Bike to Work day June 23<sup>rd</sup>
- Distribution of the new Pueblo Bike Route Map to help community members discover routes to navigate the city better by bike for leisure and alternative transportation.
- A Bike/Walk to School day prior to both school district summer breaks.
- Block Party Concert on Central Plaza with Moving Wall Project on Saturday, May 22<sup>nd</sup>
- National Bike Criterium race on Sunday, May 23<sup>rd</sup> downtown Pueblo. Nationally ranked cyclists will compete. A citizen and kid race will also be available for local residents and visitors.
- Various walks, runs, road bike rides, mountain bike rides and skateboard events to help Pueblo area citizens discover or rediscover great trails, routes and places to explore in our own area! All available opportunities will be listed on the ***Walk-n-Roll Pueblo*** calendar of events.
- Smart Cycling Classes to promote safe riding and proper sharing of the road.
- [www.activepueblo.net](http://www.activepueblo.net) (after March 1<sup>st</sup>) will provide a wealth of information on safety for pedestrians and cyclists, walking/biking issues regarding infrastructure, online maps, bike parking needs, commuting by bike resources and more.

During this first ***Walk-n-Roll Pueblo campaign***, the need for sponsors is very high and you have many options for participating. Funds are needed for publicity, educational materials and classes, banners, possible bike raffles, etc. All individual or corporate gold, silver and bronze level sponsors will be featured on posters and other campaign materials in recognition of your contribution to this important community event.

- **Gold level sponsorship: \$2,000** will promote the campaign as well as installation of an inverted U bike rack in the Pueblo area with your logo. Your business or organization can also schedule a 2-hour Smart Cycling Class for your employees/customers with a certified cycling instructor to promote commuting, route selection and safety.
- **Silver level sponsorship: \$1,000** will promote the campaign and includes the option of scheduling a 2-hour Smart Cycling Class for your employees/customers with a certified cycling instructor.
- **Bronze level sponsorship: \$500** will promote the campaign of events.
- **Breakfast Station for Bike to Work Day** – welcome and encourage those walking or biking to work on May 21<sup>st</sup> and/or June 23<sup>rd</sup> by offering a water stop with light “to go” snacks. *See attached Breakfast Station Agreement.*

- **Criterion race sponsor:** any donation amount will be greatly appreciated but these funds are handled separately from this campaign. See point of contact on the sponsorship form.

Other ways you can help this *Walk-n-Roll Pueblo* campaign:

- Install a bike rack to help make Pueblo more bike friendly. You may purchase lower cost racks locally produced for your own employees/customers through local vendors listed in the Bike Parking Guide at [www.activepueblo.net](http://www.activepueblo.net) (after March 1st).
- Encourage your employees to join others in Pueblo on the sponsored Bike to Work days. Bike commuting has many health, economic and environmental benefits. The hope is to promote “Commuter Convoys” starting at large parking lots allowing out of town employees and others to gather and ride a route together to a breakfast station and on to work.

We truly appreciate your consideration in helping promote healthier lifestyles in Pueblo through this *Walk-n-Roll Pueblo campaign*. Enclosed you will find a sponsorship form and the Breakfast Station Agreement. Any funds remaining after expenses are paid, will go toward signs and pavement markings to improve commuter bike routes.

Any questions regarding sponsorship may be directed to myself at [kim.arline@activepueblo.net](mailto:kim.arline@activepueblo.net) or Cathy Dehn at 719-583-4315 or [cathy.dehn@activepueblo.net](mailto:cathy.dehn@activepueblo.net).

Sincerely,

Kim Arline  
Walk-n-Roll Pueblo Campaign Coordinator  
Pueblo City-County Health Department  
101 W. 9<sup>th</sup> Street  
Pueblo, CO 81003

# WALK-N-ROLL PUEBLO 2010 SPONSORSHIP OPPORTUNITIES FORM



~ Human Powered Events ~

**Sun, April 11th:**

Spring Fling Bike Ride at TTC  
X-Challenge from CSU-P

**Sat, April 17th:**

YMCA Healthy Kids Run/Walk

**Sun, April 18th:**

Spank Blasing Run/Walk-CSU-P

**Sun, April 25th:**

Arkansas Point Mtn Bike Race  
Skate Park Dedication

**Sun, May 16th:**

Bike Tour of PW Trails  
Run with the Bulls 5 km

**Week of May 17-21:**

Pueblo Bike/Walk to School

**Fri, May 21st:**

National Bike to Work Day

**Sat, May 22nd:** (tentative)

Bike to the Street Concert

**Sun, May 23rd:** (tentative)

Pueblo Criterium Race

**Monday, June 21st:**

International Go Skateboard  
Day Relay on River Trail

**Wed, June 23rd:**

Colorado Bike to Work Day

**Fri, June 25th:**

Full Moon Ride at Nature Center

Online Calendar will list other rides, walks, runs and events that promote active living! Email [kim.arline@activepueblo.net](mailto:kim.arline@activepueblo.net) to post an event!

Check out the details, safety tips and more on

**[www.activepueblo.net](http://www.activepueblo.net)**

after March 1st!



**Check level of sponsorship:**

**Gold** Active Partnership Level \$2,000 or more

**Silver** Active Partnership Level \$1,000 - \$1,999

**Bronze** Active Partnership Level \$500 - \$999

**Breakfast Station for Bike to Work Day (one or two days)**

**Please enclose signed Breakfast Agreement**

**May 21<sup>st</sup> National** or  **June 23<sup>rd</sup> Colorado** or  **Both**

**Not interested in sponsorship for the 2010 Walk-n-Ride Pueblo**

**Note: Sponsorship for Pueblo Criterium Bike Race is handled separately. Interested sponsors should contact:**

Carla Flores at 719-406-3939 or [carlann7@yahoo.com](mailto:carlann7@yahoo.com)

Donations may be mailed to: 20 Aberdeen Bluffs, Pueblo, CO 81004

**Check type of sponsorship:**

**Cash Sponsorship**

**In-Kind Sponsorship**

**If applicable, please describe what will be included with in-kind sponsorship:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail address \_\_\_\_\_

**For Cash Sponsors please select method of payment:**

**Send an invoice to the contact and address above**

**A check is enclosed payable to: Walk-n-Roll Pueblo 2010**

c/o Cathy Dehn  
101 W. 9<sup>th</sup> Street  
Pueblo, CO 81003

**PLEASE MAIL THIS FORM ALONG WITH PAYMENT TO:  
101 W. 9<sup>TH</sup> STREET PUEBLO, CO 81003, ATTN: CATHY DEHN  
FAX: 583-9902**

**THANK YOU FOR YOUR GENEROUS SUPPORT!**

# **Pueblo Bike to Work Days - 2010**

**Friday, May 21<sup>st</sup> - National Day**  
**Wednesday, June 23<sup>rd</sup> – Colorado Day**

## **Breakfast Station Responsibilities/Agreement Form**

Thank you for your interest in hosting a Bike to Work Day breakfast station! Your participation is a great way to feature your business and show commitment to your community's health and well being.

Pueblo Active Community Environments (P.A.C.E.) will promote your breakfast station location on the online Bike to Work Day (BTWD) map and printed materials.

Your location must be able to provide the following:

- Food and beverage snacks and other incentives (i.e. water, juice, coffee, energy bars or fruit, pens, small tokens) for at least 50 people. Some central or large business locations will require a higher minimum.
- Please note that in order to be listed on printed materials and the official Pueblo BTWD map, your station must be open to the public and not just for internal employees.
- Minimum operating hours of 6:30 am to 9:00 am advertised to the public.
- Easy and safe access for bicycles, preferably on a sidewalk, patio or closed off section of a parking lot and not at a major traffic intersection.
- Space to plant a yard sale type sign for Bike to Work Day Breakfast Station and other print materials available from P.A.C.E.
- Bicycle racks or a designated space for bicycle parking.
- Table or other display space for refreshments.
- General first aid kit.
- Staff or volunteers to help distribute refreshments and greet bicycle commuters.
- Coordinate clean up of your station location.

P.A.C.E. will supply you with:

- Writeable PDF versions of a leaflet you may customize with your station's information to use as advance publicity. This will be emailed to you.
- A "Bike to Work Breakfast Station" yard sale type sign to display the day of the event.

Bike to Work Day is a volunteer effort to promote more bike commuting for health and environmental reasons. We do not endorse or support charging fees to exhibitors who may participate in your breakfast station.

To confirm your breakfast station, please complete, sign the back of the sponsorship form and return or fax to Cathy Dehn at Pueblo City-County Health Department, 101 W. 9<sup>th</sup> Street, Pueblo, Colorado 81003. Fax to 719- 583-9902.

**Please contact Ryan Kopp with questions at 369-2477 or [kopp.ryan@gmail.com](mailto:kopp.ryan@gmail.com)**

# Pueblo Bike to Work Days - 2010

## Breakfast Station Agreement

Breakfast station date(s)	_____ Fri., May 21 <sup>st</sup> _____ Wed., June 23 <sup>rd</sup> You're welcome to do only one or both dates!
Business/Organization name	
Contact Person	
Contact's phone number	
Contact's email address	
Contact's mailing address	
Actual address/location of the breakfast station	
How many posters do you want to promote Bike to Work Day?	
Expected number of riders (we realize this can be difficult during the 1 <sup>st</sup> year)	
Showers and/or bike parking available?	

Please verify all of the information and sign:

\_\_\_\_\_ Date: \_\_\_\_\_

**Breakfast stations must be confirmed by April 15, 2010.**

**Mail to:** Cathy Dehn at Pueblo City-County Health Department  
101 W. 9<sup>th</sup> Street, Pueblo, Colorado 81003

**or Fax:** 719- 583-9902

\*Please note that Breakfast Station hosts do not have logo placement on publicity materials that come with Pueblo Walk-n-Ride sponsorship. They DO have name placement on participant materials and the event website to encourage commuters to stop by.