



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

**14<sup>th</sup> Annual California Bike to Work Week**  
**Thursday, May 15, 2008 Los Angeles County Bike to Work Day**  
**Local Sponsorship Opportunities**

Los Angeles County's Bike to Work Day on Thursday, May 15 is part of the 14<sup>th</sup> Annual California Bike Commute Week, May 12 – 16, 2008. During this week commuters are encouraged to increase bicycle use to work as organizers educate and provide information on access to routes, safety, and promote bicycling as an everyday means of transportation. Every year, cities, employers, health agencies, advocacy groups, bike shops, and others who support bicycle transportation in California's communities organize activities. Events such as "buddy rides," pit stops or energy stations, and noon-time rallies are just the many ways in which participants are encouraged to bike to work not just for a day or a week, but always – making cycling a viable commuting option.

**Give-aways and Prize Sponsors**

Metro is organizing Bike to Work Day in Los Angeles County and at this time, the agency is looking for in-kind sponsorships of give-away items and prizes to be distributed countywide. Companies are welcomed to sponsor give-away items such as discount coupons for in-store products and product samples such as energy bars and sunscreen. Examples of prizes include bicycles, helmets, messenger bags, and other bicycle gear as well as restaurant gift certificates, and store gift cards. Food purveyors are asked to provide food products and beverages for distribution at local events during bike week and at the pit stops on Bike to Work Day. Monetary sponsorships (cash contributions) cannot be accepted.

**Pit Stop Sponsors**

Metro is also looking for organizations or companies interested in co-hosting pit stops throughout Los Angeles County on Bike to Work Day, May 15, 2008 from 6am – 9am. Pit stops are locations for bicyclists to stop, relax, have snacks, receive give-aways, and obtain informational materials on bicycling to work. All pit stop co-hosts will be asked to create a festive environment by setting up booths or tables at a location easily accessible by participating bicyclists and to provide breakfast foods, refreshments, and give-away items to 50 – 70 bicyclists. Co-hosts are encouraged to invite a local bicycle shop to conduct a bike tune-up clinic at the pit stop as well as invite other organizations to provide information on the health benefits of bicycling to work or other bicycling related topics. Pit stop co-hosts will also be expected to take on an active role in promoting their location through local newspapers and other media outlets. Metro will support pit stops by providing give-away items both from Metro and outside sponsors. Metro will assist in advertising pit stops by including them in press releases, on metro.net, and sending out information to over 500 employers.

**Be part of the solution!** Bike to Work Day is a great opportunity for companies and individuals interested in supporting an event that promotes alternative commuting options, healthier lifestyles, and a better environment. Last year we had almost 3,000 Los Angeles County residents pledge online to bike to work. This year we are hoping to increase that number, but we need your support. Please review the sponsorship benefits below and decide on the best package for you. Thank you.

**Category 1. Give-aways and Prize Sponsorship Benefits:**

**In-kind Sponsorships of \$2,500 or more of give-away items or prizes**

- Company name recognition on Bike to Work web page on metro.net website
- Company name recognition on 120,000 flyers distributed on all buses and trains of participating transit agencies as well as to 500 employers throughout LA County
- Company name recognition on 2,000 posters sent to employers, participating vendors, and promotional outlets throughout LA County
- Inclusion in press related materials

**In-kind Sponsorships from \$1,000 to \$2,499 of give-away items or prizes**

- Company name recognition on Bike to Work web page on metro.net website
- Company name recognition on 120,000 flyers distributed on all buses and trains of participating transit agencies as well as to 500 employers throughout LA County
- Company name recognition on 2,000 posters sent to employers, participating vendors, and promotional outlets throughout LA County

**In-kind Sponsorships from \$500 to \$999 of give-away items or prizes**

- Company name recognition on Bike to Work web page on metro.net website
- Company name recognition on 120,000 flyers distributed on all buses and trains of participating transit agencies as well as to 500 employers throughout LA County

**In-kind Sponsorships from \$100 to \$499 of give-away items or prizes**

- Company name recognition on Bike to Work web page on metro.net website

Category 2. Pit Stop Sponsorship Benefits:

Each sponsor in this category will be asked to provide resources, including staff time, and as necessary, personalized banners, flyers, and rental of equipment, breakfast foods, and other give-aways with a total value of at least \$500. As this is an in-kind sponsorship agreement, there is no monetary exchange.

**In-kind Sponsorships of Pit Stops (each valued at \$500)**

- Company name recognition on Bike to Work web page on metro.net website
- Each pit stop will be listed in a separate "Pit Stops and Local Events" web page
- All pit stop locations will be promoted in 120,000 flyers distributed on all buses and trains of participating transit agencies as well as to 500 employers throughout LA County
- Inclusion in press related materials
- Each pit stop will receive from Metro give-away items, bike maps, and other informational and promotional materials
- Co-hosts will be invited to a special pit stop kick off event at Metro headquarters

The deadline to commit as a Metro Bike to Work sponsor for either or both categories is **March 7, 2008**. Extensions may be granted on a case by case basis.

Items deemed as give-aways or as prizes must be delivered and received by April 14, 2008. Delivery address is provided below:

Metro  
**Attn: Paula Carvajal-Paez**  
One Gateway Plaza  
Mailstop 99-19-6  
Los Angeles, CA 90012

For more information on Bike to Work sponsorship opportunities contact (951)352-8229.

Please direct questions regarding give-aways and prize sponsorships to Candace Garcia (lacountybtwdgarcia@its-consulting.net).

For questions regarding pit stops, contact Claire Franco (lacountybtwdfranco@its-consulting.net).

**14th Annual California Bike to Work Week  
Thursday, May 15, 2008 Los Angeles Bike to Work Day**

**Local Sponsorship Opportunities Application**

\_\_\_\_\_ YES! I'm interested in becoming a Bike to Work 2008 Sponsor

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please select the level of your sponsorship commitment below. Please note that sponsors may commit to more than one category.

**Category 1**

\_\_\_\_\_ In-kind Sponsorships of \$2,500 or more of give-away items or prizes

\_\_\_\_\_ In-kind Sponsorships of \$1,000 to \$2,499 of give-away items or prizes

\_\_\_\_\_ In-kind Sponsorships of \$500 to \$999 of give-away items or prizes

\_\_\_\_\_ In-kind Sponsorships of \$100 to \$499 of give-away items or prizes

Please include a description and the retail value of the item(s) you will be providing Metro as part of your sponsorship commitment. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Category 2**

\_\_\_\_\_ Pit Stop Sponsor (in-kind sponsorship of \$500 each, no monetary exchange)

a.) Address of pit stop location: \_\_\_\_\_

b.) Briefly describe the set-up for your pit stop: \_\_\_\_\_

\_\_\_\_\_

c.) Briefly describe your outreach/promotion plan: \_\_\_\_\_

\_\_\_\_\_

In accordance with the Metro Sponsorship of Special Events Protocol, please answer the following:

1. Has the company or its affiliates submitted or does it anticipate submitting a bid or proposal for a Metro contract, including without limit real estate matters, during the six months prior to the submission of this application until six months after the date of the event?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

If "Yes," state the nature of the bid or proposal, and when you submitted or intend to submit the bid or proposal:

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2. Do you have a present contractual arrangement with Metro?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

If "Yes," are you aware of any significant change order pending or anticipated or real estate development negotiations pending or anticipated with Metro?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

If "Yes," state the nature of the change order or negotiations, and the date you submitted or intend to submit the change order or when the negotiations will commence.

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3. Do you have knowledge of any facts that may cause a reasonable person to believe there is an actual or an appearance of a conflict of interest if this application would be approved?

\_\_\_\_\_ Yes                      \_\_\_\_\_ No

If "Yes," state all facts on which you base your response.

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I understand and agree that the Metro Sponsorship Committee may select or not select any application to sponsor a Metro event according to the Metro Sponsorship of Special Events Protocol and that its decision is final. Selection shall be conditional upon the applicant entering into a Metro Sponsorship Agreement, which is this signed and approved form.

I understand and agree that whether or not any application to sponsor a Metro event is submitted or selected, it shall not be considered when Metro awards any procurement or makes any similar decision.

I declare the above statements are true to the best of my knowledge. I further understand approval of this application shall be subject to the Metro Sponsorship of Special Events Protocol and I will comply with all Metro policies and regulations if this sponsorship is selected.

Executed this \_\_\_\_\_ day of \_\_\_\_\_ 200\_\_\_\_\_

in the City of \_\_\_\_\_ State of \_\_\_\_\_.

By: \_\_\_\_\_  
Print Name Signature

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Please return this form to:

Inland Transportation Services  
(LA County Bike to Work Day Sponsorships)  
**Attn: Candace Garcia**  
7355 Magnolia Avenue  
Riverside, CA 92504  
Fax: (951)352-8231  
Telephone: (951)352-8229

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