



February 23, 2019

We are writing to solicit your support of the upcoming 16th Annual West Windsor Bike Fest event. This year the West Windsor Recreation and Parks Commission is working with the West Windsor Bicycle and Pedestrian Alliance to enable sponsors to make tax deductible donations in support of Bike Fest.

This year's Bike Fest will be held Saturday May 25, 2019, in Community Park on Princeton Hightstown Road. As in years past we are reaching out to the business community for financial or in-kind support to enable us to continue promoting safe and fun cycling and walking as healthy activities in our community.

Previous Bike Fest fundraising efforts have resulted in the purchase and installation of numerous bike racks at public buildings, in parks and trailheads, bicycle repair stations at the train station and pool, share the road signage, and improvements to bike lanes and trails throughout West Windsor. We intend to continue this legacy by increasing our safe walking and riding infrastructure and promoting low and no-cost helmets and high visibility vests.

As in past years Bike Fest is a family oriented event with rides and activities for all ages and bicycling skills. There will be a bike rodeo to teach safe riding skills in the Park along with a ride for young children. Longer rides for various levels of riders will begin and end in the Park. These rides will acquaint cyclists with West Windsor's bike lanes and safe routes around town and into adjacent communities. Our focus is to promote safe cycling with a fun family day. All rides are supported and followed by a post ride party with lunch and a DJ. All participants receive a T-shirt that lists our sponsors.

There are a variety of sponsor levels available, some of which include a table at the event and imprinting business names and logos on T-shirts providing sponsor visibility to as many as 400 riders and to the community that sees them. The West Windsor Bicycle and Pedestrian Alliance is a 501(c)3 non-profit, so any contributions may be tax-deductible. The attachment to this letter lists some suggested sponsor levels and we are always open to other suggestions and levels of support.



271 Clarksville Road  
West Windsor, New Jersey 08550  
609-799-6141

## WEST WINDSOR BIKE FEST -2019 SPONSORSHIP OPPORTUNITIES

Primary Sponsor \$500  
Includes company logo prominently displayed on event shirt and promotional space during event

Lunch or rest stop sponsor \$200  
Includes company logo on event shirt and promotional space during event

General Sponsor \$100  
Includes company name on event shirt

Supporting Sponsor \$\_\_\_\_\_

Goods and services also accepted

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

If primary, lunch or rest stop sponsor include a camera ready company logo.

Deadline for sponsorship payment is May 3, 2019

Contact for questions and further information: Newell Benedict 609-575-6547

Make checks payable to WWBPA and mail to:

West Windsor Bicycle and Pedestrian Alliance  
PO Box 625  
West Windsor NJ 08550

WWBPA is a 501(c3) organization and as such your contribution is tax-deductible to the extent allowed by law.

