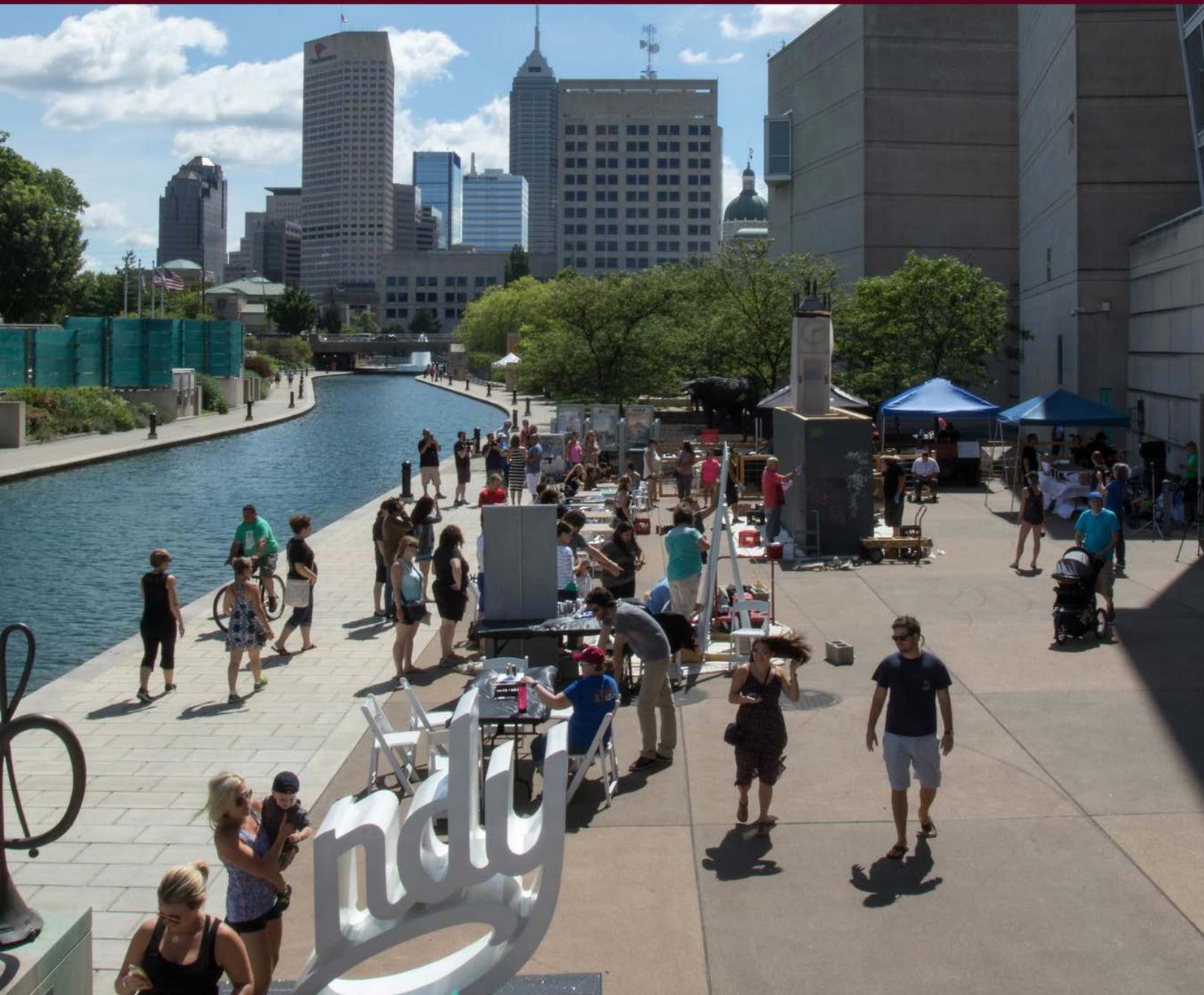


Walk Bike Places

Indianapolis June 15–18, 2021

Sponsorship Invitation



About Walk/Bike/Places

Founded in 1980, [Walk/Bike/Places](#) strives to be the most informative and progressive active transportation and placemaking conference in North America by leaving a positive legacy in the host city, tackling the most important and challenging issues of our day, and making the conference a place where new and diverse voices are heard. The conference is an experience that invites 1000+ participants to walk, bike and move through the streets of the host city, learn from its most vibrant public spaces, and attend a range of expert-led breakout sessions and locally-led workshops.

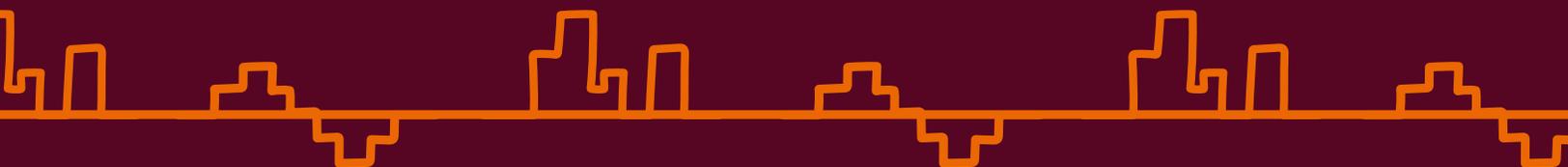
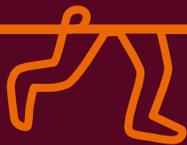
After successfully taking Walk/Bike/Places 2020 from an in-person conference to a virtual one due to COVID-19, we're excited to feature Walk/Bike/Places 2021 as a **hybrid event**, making our event not only more modern, but more accessible.

The Route to Recovery: A Commitment to Equity

This year's conference theme is **The Route to Recovery**. Given recent events around both the pandemic and systemic inequality, we aim to deliver a program that shows examples of how active transportation and our public spaces can serve as part of our social, economic and community recovery.

The struggles that so many are facing are rooted in inequalities that existed long before 2020. What steps do we need to take to recover from the social, economic and environmental challenges we have faced, and are still facing now? How has, and will, active transportation and public space play a crucial role? **Sponsorships this year will help us bring these stories and experiences to our audience, so that all involved can help develop solutions to some of our greatest challenges.**

This event is organized by [Project for Public Spaces](#), who has directly helped more than 3,500 communities in over 50 countries to build stronger and more dynamic public spaces by inspiring others to collectively re-imagine and reinvent public spaces as the heart of every community.



Be a Walk/Bike/Places sponsor!

We are seeking sponsorship from those that believe in the power of building stronger relationships through dialogue, in fostering active transportation and great public spaces that are for everyone, and supporting healthier, more resilient communities.

Align your organization with the latest advancements in this field by supporting this year's program and those who will most benefit from participating in it. Your contribution has a direct impact by **providing seed funding** for local projects in Indianapolis; **contributing to our scholarship fund** to help those attend the conference who would not be able to otherwise; **providing experiences** for our attendees who travel from far and wide to collaborate and share knowledge; and connecting peers with a **network of professional and personal relationships** that will last far beyond the dates of this event.

Online audience and reach



230k

followers across social media



45k

newsletter followers



1.7m

unique website pageviews in 2018



15.4m

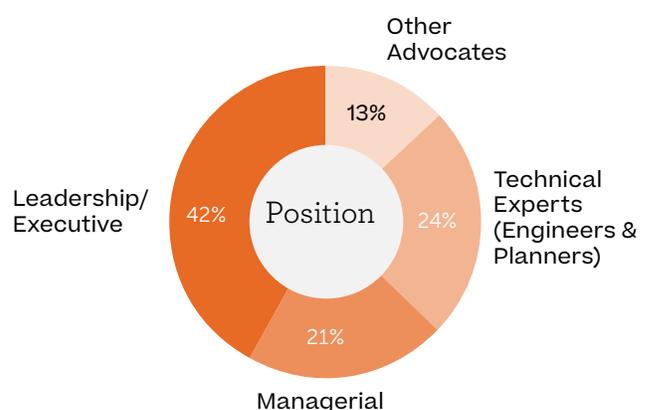
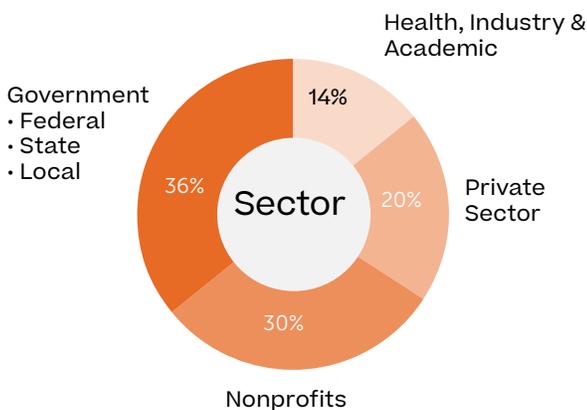
social media impressions during Walk Bike/Places 2020



1200+

attendees in 2018, 500+ in 2020 Online

Past attendance included:



Sponsor testimonial



Toole Design has been a sponsor of Walk Bike Places for many years because we value its connection to the passionate core group of planners, designers, and engineers who live and breathe active transportation and placemaking. These are our people. We feel we have a responsibility to support the event, and in return we get the opportunity to showcase our work, meet new people, learn from our peers and colleagues, and maybe even have a little fun along the way.



Here's how you can sponsor!

We want everyone to be able to contribute to Walk/Bike/Places if they wish to. If you would like to sponsor in another way, we can tailor a package for you.

\$50k Presenting

Exclusive Sponsorship — only 1 available

- 20 conference registrations (or scholarship donations)
- 20 virtual tickets (or scholarship donations)
- 20 tickets donated to Equity Scholarship Fund
- 5k donation to Indianapolis Local Project Fund
- Sponsor Plenary Session & Speaking Slot
- Pre or Post Conference Webinar Participation
- Opening message and 1 page ad in welcome booklet
- Sponsor of side event activity (eg. photo wall)
- Featured in Project for Public Spaces Blog post
- Virtual/In-person product offering for attendees
- 60 second advertisement
- Full breakout session in conference program
- Individualized shout out on Project for Public Spaces' social media
- Prominent display in all promotional locations and conference app
- Prominent logo display and blurb on pre-plenary slideshow
- *Online/In Person Exhibitor Opportunities
- *1 branded attendee item (eg. tote bag)

\$20k Platinum

Exclusive Sponsorship — only 2 available

- 8 conference registrations (or scholarship donations)
- 8 tickets donated to Equity Scholarship Fund
- 1k donation to Indianapolis Local Project Fund
- Sponsor headline reception
- Full page ad in welcome booklet
- Virtual/In-person product offering for attendees
- 30 second advertisement
- Full breakout session in conference program
- Individualized shout out on Project for Public Spaces' social media
- Prominent display in all promotional locations and conference app
- Prominent logo display and blurb on pre-plenary slideshow
- *Online/In Person Exhibitor Opportunities
- *1 branded attendee item (eg. lanyard)



\$10k Gold

- 4 conference registrations (or scholarship donations)
- 4 tickets donated to Equity Scholarship Fund
- Sponsor select refreshment hour
- Half page ad in welcome booklet
- 15 second advertisement
- Full breakout session in conference program
- Individualized shout out on Project for Public Spaces' social media
- All promotion and conference app benefits from the Bronze level
- Logo on pre-plenary slideshow
- *Online/In Person Exhibitor Opportunities

\$5k Silver

- 2 conference registrations (or scholarship donations)
- 2 tickets donated to Equity Scholarship Fund
- Quarter page ad in welcome booklet
- 30 min virtual networking slot in conference program
- Silver Sponsorship shout-out on Project for Public Spaces' social media
- All promotion and conference app benefits from the Bronze level
- Logo on pre-plenary slideshow
- *Online/In Person Exhibitor Opportunities

\$2k Bronze

- 1 conference registration (or scholarship donation)
- 1 ticket donated to Equity Scholarship Fund
- Logo on the Walk/Bike/Places 2021 website
- Logo on digital and/or print program
- Logo + shout out in the Walk/Bike/Places 2021 monthly newsletter
- Pre-conference shout out in Project for Public Spaces' weekly newsletter
- Bronze Sponsorship shout-out on Project for Public Spaces' social media
- Sponsor Profile in conference app

**indicates in-person only
All in person sponsors will receive an invitation to a VIP reception*

A hybrid event only offers the best of both worlds for sponsors, such as the ability to connect more easily and intimately with participants through video conferencing tools, and reach a wider and more international audience due to the conference being more accessible.

Discover more opportunities on how to get your company/organization in front of our audience through a range of virtual tools.

Contact Us

Rebecca Weiser
Sponsorship Manager

212.620.5660
program@walkbikeplaces.org