



Coeur d'Alene Bike to Work Week Committee

Monte McCully – Trails Coordinator, City of Coeur d'Alene, Coeur d'Alene, ID

April 7, 2016

Recipient Name

Title

Company Name

Primary Business Address

City, XX Postal

Dear (Sponsor Name)

June is Bike Month in Coeur d'Alene and although more than half the U.S. population lives within five miles of their workplace, lack of knowledge and incentive has deterred many from commuting by bike. Hundreds of U.S. cities have been successful in increasing bicycle commuting by offering enticements during Bike to Work Week. The Coeur d'Alene Bike to Work Week Committee is gearing up for Bike to Work Week held Sunday, June 5th–Friday, June 6th. We invite you to partner in one of Coeur d'Alene's most healthy and inspiring events.

Last year's Bike to Work Week was a great success in which hundreds of local commuters participated. Local and statewide sources recognized the wide-ranging appeal of the event and responded with news articles, enthusiastic sound bites on radio stations and live coverage on several television news programs. Our goal is to expand on last year's success and draw even greater media attention to Coeur d'Alene's BTW week events and event sponsors like you. The tremendous interest in Bike to Work Week is a favorable affirmation of our message: Area residents can enhance air quality, cut down on traffic congestion, and improve personal health and fitness by commuting to work by bike.

Bike to Work Week will encourage and support the community to enjoy the beauty of commuting to work by providing the following:

- Starting the week we will be partnering with KEA to participate in the Roots Pursuit, a bicycle scavenger hunt, on Sunday, June 5th. Bike prizes will be handed out to the winners.
- A kick-off ride on Monday, June 6th.
- Beer Tasting and a movie night at Pilgrims Market featuring a movie about cycling on Tuesday, June 7th.
- A moonlight bike ride starting at Vertical Earth in downtown on Wednesday, June 8th.
- A "Raise the Bridge" Fundraising Gala on Thursday the 9th. The North Idaho Centennial Trail Foundation is hosting a fundraising event to paint the Stateline Bridge. The event will be held at Java on Sherman beginning at 5:30 pm. More details to follow.
- Trophies will be handed out to the winners of the Corporate Challenge the following week.

We would like to offer you the opportunity to join us as a sponsor by donating to the Coeur d'Alene Bike to Work Committee in one of three sponsorship levels:

- **Bronze \$1 to \$100** (*Company name is included in our marketing*)
- **Silver \$101 to \$250** (*Company name and logo is included in our marketing*)
- **Gold \$250 to \$500** (*Company name and logo is included in our marketing, and your company will get top billing on the Cd'A Parks Department – Bike to Work Week webpage as well as special mention at the Roots Pursuit*)

Your sponsorship will help us encourage individuals to bike to work. The name and logo of your company will be featured on posters, banners and other campaign materials in recognition of your contribution to this important community event.

Thank you for your consideration.

Sincerely,
Monte McCully