



BICYCLE SUNDAYS

Sponsored by



NewYork-Presbyterian



Bicycle Sundays on the Bronx River Parkway is an iconic Westchester County tradition, in its 47th year in 2021

- On designated Sundays from May to September, the Bronx River Parkway closes to motor vehicle traffic, allowing over 60,000 cyclists, joggers, and walkers to enjoy the parkway safely each year
 - 2020 was a historic season for Bicycle Sundays with the pandemic's impact: people recognized the value of Bicycle Sundays more than ever to their physical and mental well-being
 - Participants have access to a 13.1 mile loop of the Bronx River Parkway, car-free, from Westchester County Center in White Plains, to Scarsdale Road in Yonkers

Thousands of people participate in Bicycle Sundays each year, with hundreds of thousands more recognizing the importance of this cherished Westchester County tradition. Our partners are instrumental in making Bicycle Sundays a reality for the thousands that enjoy it every Sunday! Invest your brand in Bicycle Sundays and show your business' environmental awareness, commitment to health and wellness, and demonstrate the value of parks and open space in Westchester!



Bicycle Sundays on the Bronx River Parkway, a Westchester County tradition, runs through ten municipalities from White Plains to Yonkers

Bicycle Sundays runs through White Plains, Hartsdale, Greenburgh, Scarsdale, Eastchester, Tuckahoe, and Yonkers and draws thousands of people from these communities and beyond, to enjoy the benefits of open space, fresh air, community and fitness. Participants in Bicycle Sundays are families, fitness enthusiasts, cyclists, and educated consumers with disposable income. Cyclists are a large demographic of Bicycle Sundays, and tend to be affluent, highly educated, and brand loyal. Partners have the opportunity to reach this market directly at Bicycle Sundays, and position yourself as a community-minded good neighbor to parks and open space.

Bicycle Sundays is free to the public, thanks to Westchester Parks Foundation, our partner Westchester County Parks, and our longtime presenting sponsors Con Edison and NewYork-Presbyterian/Lawrence Hospital. Our sponsors receive significant coverage through advertising and earned media, physical signage on the parkway during and outside of event times, and the unique opportunity for on-site promotion. Plus, the association with a beloved, iconic Westchester County event. Logo placement and visibility during the prime season of May through September:

Packages Include:

- Large banners with company logo in multiple places during the event
 - Dedicated activation location for product demos and handouts
 - Earned media coverage and public recognition from local officials
 - Westchester County Center Marquee
- Physical signage on the Bronx River Parkway for the duration of the event
 - Kickoff event with media in attendance
- Promotion on Westchester County Parks and Westchester Parks Foundation websites and e-blasts

























Our partners have a one-of-a-kind opportunity to align themselves with an event like no other, beloved by Westchester County residents, and frequented by a wide range of community members including many families, fitness enthusiasts, and cyclists.

For more information contact:

Elyssa Martinez, Program Coordinator • E-mail: Elyssa@theWPF.org
Christine La Porta, Deputy Executive Director • E-mail: Christine@theWPF.org

Phone: 914.231.4600

SPONSOR BENEFITS

| | Presenting Sponsor | Prime Sponsor | Day Sponsor |
|---|---|---|---|
| Kickoff Event with opportunity for remarks, at ribbon cutting with PR coverage of program |  | | |
| Dedication Advertisement on County Center Marquee during program season of May-Sept (37,500 daily car-count/5 months) |  | | |
| Four Banners with sponsor logos in prominent locations (20' x 5' Banners) |  | | |
| Four Signs with sponsor logos on the Bronx River Parkway (155,000 daily car count/year round) |  | | |
| Ability to provide two (2) sponsor banners (3 x 6 or 3 x 8) for display on barricades by terminus |  | | |
| Activation dates, with banners, at the North Bound Gas Station for focused promotion |  |  | |
| Inclusion of sponsors in social media postings |  |  | |
| Sponsor will have category exclusivity |  |  | |
| Logo placement on Westchester Parks website during program season of May-Sept |  |  | |
| Logo on all advertisement and promotional collateral material |  |  | |
| County Center Marquee - sponsor logo placement during program season of May- Sept (37,500 daily car-count/5 months) |  |  | |
| Westchester Parks e-club newsletter during program months May-Sept (50,000+ subscribers) |  |  | |
| Social Media mentions on the Westchester Parks Foundation Facebook pages during leadup week | | |  |
| Dedicated e-blast to Westchester Parks Foundation distribution list (20,000+ subscribers) |  |  |  |
| One-day activation opportunity with promotion of "sponsor's day" | | |  |
| | \$25,000 | \$10,000 | \$5,000 |

For more information contact:

Elyssa Martinez, Program Coordinator • E-mail: Elyssa@theWPF.org
 Christine La Porta, Deputy Executive Director • E-mail: Christine@theWPF.org

Phone: 914.231.4600