



PEDAL NORCROSS



SPONSORSHIP OPPORTUNITIES



PEDAL NORCROSS

Pedal Norcross is an annual bicycling festival to promote bicycle riding as a safe and sustainable mode of transportation in Norcross, GA. We aim for riders of all abilities to have safe equipment, knowledge, and fun opportunities that are accessible for our local cyclists. Pedal Norcross is held in Downtown Norcross on the third Saturday of October. This growing event brings together over a hundred attendees from our diverse community, including residents, local officials, and businesses.

ACTIVITIES INCLUDE:

- Bike safety and bike law workshop
- Pre-ride yoga stretch and intention setting
- Group Ride: family-friendly bike route of approximately 4 miles
- Bicycle recycling to benefit Bearings Bike Works, a non-profit that supports youth in the Atlanta area
- Rider feedback opportunities to inform local government officials of the needs and wants of the local cycling community
- Previous prize drawings included a grand prize of a brand new e-bike to promote micromobility

SPONSORSHIP OPPORTUNITIES

Pedal Norcross is seeking in-kind sponsors to help promote the event or to provide items and services that align with our mission of expanding access to safe bicycling in our community. Being a sponsor for Pedal Norcross demonstrates your alignment with sustainable values, promotes safety, and increases access to bicycling for all.

Sponsorship opportunities are not limited to this list.
If you have an idea, we would love to hear it!



PLATINUM PACKAGE (LIMIT: 3) \$2,000

- Platinum sponsors will provide a grand prize giveaway, and additionally cover the cost of one or more billboards, for a total value of at least \$2,000.
- Sponsor benefits include all benefits of Bronze, Silver, and Gold packages plus:
 - Prominent business spotlight on marketing and promotional materials and online advertising, including the sponsored billboards
 - See Appendix for details on billboards

GOLD PACKAGE (LIMIT: 3)

\$1,000

- Sponsor to provide in-kind donation of grand prize giveaway(s) for a total value of at least \$1,000.
- Sponsor benefits include all benefits of Bronze and Silver packages plus:
 - Prominent business spotlight on marketing and promotional materials and online advertising

SILVER PACKAGE (UNLIMITED)

\$500-\$999

- Sponsor to provide in-kind donations of safety equipment giveaways, for a total value of at least \$500-\$999. Our target is to provide enough equipment for any attendee who needs these items.
- Sponsor benefits include all benefits of Bronze package plus:
 - Business listed in material provided at the event to participants
 - Business logo on marketing and promotional materials and online advertising

BRONZE PACKAGE (UNLIMITED)

\$100-\$499

- Sponsor to provide in-kind donation of items or services for a total value of \$100 - \$499.
- Sponsor benefits include:
 - Promotional/activity booth opportunity at opening/closing event location
 - Activities provided will be listed on event schedule, including online where participants can pre-register

IN KIND GIFT IDEAS

- Examples include:
 - Bike lights, bicycles, bike baskets, helmets, drinks for attendees, t-shirts, gift cards, etc.



**SCAN HERE
TO SHOP OUR
WALMART
GIFT LIST**



HEALTH BENEFITS TO CYCLING

- Improves cardiovascular health
- Reduces stress and anxiety
- Enhances joint mobility
- Improves lung health
- Lowers risk of chronic diseases
- Boosts brain function
- Enhances balance, coordination & posture
- And more!



Thank you for your interest in sponsoring Pedal Norcross.

To learn more,
please contact us at
Sustainable@norcrossga.net

APPENDIX

BILLBOARD DETAILS

There are three billboard locations we've considered, but are open to others. Pricing details and descriptions are from quotes in 2022 and could vary. Sponsor will acquire the billboard design from the marketing team at the City of Norcross and then work directly with Link Digital to rent the billboard.



Example design. Could also include the grand prize giveaway you are sponsoring.



GA.54N – \$1,030 per 4 weeks

Description: The newest and most affluent cities in Metro Atlanta are John's Creek, Milton, Suwanee, and the Lake Lanier area. Link's GA54, on Peachtree Ind Blvd acts as the gateway. Located just 3 minutes north of I-285, GA54 targets the bulk of the 600,000 commuters to work, to school and to home.



GA.54S – \$1,545 per 4 weeks

Description: Affluent new cities of John's Creek, Milton and Suwanee funnel their residents south into Atlanta each day on Peachtree Parkway and Peachtree Ind Blvd. Those major routes combine and journey south passing by Link's GA54. Executives, professional athletes and heads of business live north and pass this location daily. Get both routes consumers on one LINK digital.



GA.87E – \$1,000 per 4 weeks

Description: Located in the center of north Atlanta's Norcross design warehouse district makes GA87 ideal to reach the visiting suburban housewives and contractors. Jimmy Carter Blvd. is the cut-through route for commuters traveling between I-85 cities and the affluent northern suburbs of Roswell and Peachtree Corners. The digital is a great read, near the road and ideal for local or north Metro targeting.