



RIDE THE DRIVE

The Return of Parks & Open Streets

What is RIDE THE DRIVE?

It's thousands of happy healthy people coming together to experience parks and open streets in a single, one-day, free, community event. Since the inaugural Ride the Drive in 2009, this event continues to celebrate Madison's commitment to a healthy, active lifestyle focusing on the environmental and economic impacts and the importance of social integration. Ride the Drive, organized by the City of Madison Parks Division, is more than 4 miles of city streets closed to motor vehicles and park hubs along the way offering activities, food and fun for all ages.

Goals

HEALTHY COMMUNITIES

- Promotes alternative transportation
- Connects people to the outdoors and parks
- Provides a free and accessible event, open to everyone

ENVIRONMENTAL IMPACT

- Inspires and empowers residents to make changes to mobility behaviors
- Provides bike riding in a safer environment
- Encourages an alternative commuting transport mode
- Reduces noise
- Improves air quality

ECONOMIC DEVELOPMENT

- Showcases businesses or organizations who support healthy living and environmentally positive impacts
- Highlights existing brick and mortar business and civic assets like parks, museum and galleries
- Provides the opportunity to promote companies and organizations to thousands of happy people

SOCIAL INTEGRATION

- Connects people across all demographics and abilities
- Inspires participants to explore different neighborhoods of the city in a new and fun way

Sponsorship

As a sponsor for Madison Parks' flagship event, your company or organization is exposed to thousands of happy people leading up to, during and after the event. As a Ride the Drive sponsor, you are linking your business to an environmentally positive event and healthy living.

RideTheDrive.com



Sunday • August 11 • 2024
10 am – 2 pm

- Edward Klief Park
1200 Milton Street
- Brittingham Park
701 W. Brittingham Place
- Olin Park
202 E. Lakeside Street
- Law Park
410 S. Blair Street
- R. Richard Wagner Park
728 Jenifer Street
- McPike Park
202 S. Ingersoll Street

MADISON
PARKS



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PRESENTING SPONSOR \$25,000

As the Ride the Drive PRESENTING SPONSOR your company or organization is awarded recognition in the name of the event and one RTD hub. Your company or organization name and/or logo is included on all printed material including event t-shirts, posters, advertisements, news releases, media promotions and social media.

HUB SPONSOR \$10,000

Each Ride the Drive Hub offers a plethora of activities for thousands of happy people. As a HUB SPONSOR your company name is prominently displayed throughout a park hub, on RideTheDrive.com, in media promotions and all Madison Parks' social media platforms.

SUPER SPONSOR \$5,000

Super sponsors contribute to the overall funding of the event and benefit by from having their company name on event posters, on RideTheDrive.com and social media.

SUPPORTING SPONSOR \$500

By supporting the overall Ride the Drive, you are associating your brand with an environmentally positive event and healthy living while reaching an audience of thousands. Supporting sponsors may contribute a monetary donation or in-kind value of \$500 to \$4,999.

IN-KIND SERVICES, GOODS & VOLUNTEERS

The success of Ride the Drive rides on the contributions of goods, services and the time and talents of many volunteers. Product ideas include t-shirts, food, beverages, giveaway items and bike accessories. Service ideas include bicycle repair and team volunteer support. Organizations and companies can support Ride the Drive at a level that works for them.

THE FINE PRINT

*To ensure promotion of your company name/logo on RTD materials, full payment must be received by Friday, May 10 and a logo in hi-resolution or eps format submitted.

Sponsorship Packages	Presenting Sponsor	Hub Sponsor	Super Sponsor	Supporting Sponsor	In-Kind Sponsor
Sponsor name recognition on all promotional material (print and media)	●				
Company promotional material at hub	●	●			
Prominent vendor space	●	●	●		
Company banner at your hub	●	●	●		
Logo on posters	●	●	●		
Logo on maps/handouts	●	●	●		
Logo on t-shirts	●	●	●		
Company recognition on news releases, e-blasts	●	●	●	●	
Company recognition on Facebook	●	●	●	●	●
Company logo on RTD website	●	●	●	●	●



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0 0.125 0.25 0.5 Miles



Lake Mendota

McPike Park



R. Richard Wagner Park



Law Park



Edward Klief Park



Brittingham Park



Monona Bay

Lake Monona

Olin Park



MADISON PARKS



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Ride the Drive 2024 Sponsorship Pledge

Yes! _____ (company or name) would like to sponsor the 2024 Ride the Drive event.

Please select your sponsorship level below:

- PRESENTING SPONSOR \$25,000
- HUB SPONSOR \$10,000
- SUPER SPONSOR \$5,000
- SUPPORTING SPONSOR \$500
- IN-KIND SERVICES, GOODS AND VOLUNTEERS

Description: _____

To ensure promotion in printed materials, we must receive your pledge form, payment, and a high resolution logo no later than Friday, May 10.

Payment may be made by check or credit card. Checks should be made payable to Madison Parks Foundation and dropped off or mailed to 330 E. Lakeside Street, Madison WI 53715. To pay by credit card, please call (608) 266-4339.

If you have questions, please contact Terrence Thompson, Parks Community Service Manager at tthompson@cityofmadison.com or (608) 243-0405.

Thank you for your support of Ride the Drive 2024.



MADISON PARKS