



2020 Larry's Ride Campaign Sponsorship

To keep you safe during the COVID-19 pandemic **Bike Maryland is CANCELING the actual ride of LARRY'S RIDE 2020. Instead, we are launching a 2020 Larry's Ride Campaign to raise \$40,000 by October 17th (scheduled 2020 date.)**

We did not make this decision lightly as we are working hard to encourage and promote bicycling, increase safety, improve conditions, and provide a voice for all bicyclists in Maryland. In fact, **given the increase in bicycling for transportation and exercise -- this work is more critical now than ever.**

Larry's Ride is named for Larry Bensky who was struck by a car and killed in 2010 while bicycling in Baltimore County. As Maryland's only statewide cycling organization, Bike Maryland began hosting this ride in Larry's honor in 2010 to fund our advocacy for pro-bicycle legislation and our work with government agencies, including police departments, to protect the rights and well-being of bicyclists.

As a sponsor of the 2020 Campaign, you will gain exposure to the riders before and after the "virtual" event. Depending on your sponsorship level, your company will be advertised on the Bike Maryland website, social media, newsletter, and our annual report which is seen by over 18,000 interested cyclists on our mailing list and over 5,000 Facebook followers.

Seize this chance for your brand to make a mark with this influential and active demographic. Be known as a supporter of bicycling and its environmental, tourism, health, and economic benefits!

Sponsorship Levels (See Next Page for Sponsor Benefits)

- ☐ Carbon Fiber Frame - \$10,000
- ☐ Gold Wheel - \$5,000
- ☐ Silver Spoke - \$2,500
- ☐ Polka Dot Partner - \$2,000
- ☐ Pedal Pusher - \$1,000

Yes, I support Bike Maryland's mission and will sponsor the 2020 Larry's Ride!

Organization Name (Please Print):

Contact Name and Title:

Signature:

Date:

Amount Enclosed:

Bike Maryland
1415 Bush Street
Baltimore, Maryland 21230



	\$10,000	\$5,000	\$2,500	\$2,000	\$1,000	\$250+
Quantity of Social Media Acknowledgements (i.e. posts/tweets)	12	6	4	3	2	1
Logo on Jersey or Shirt	X	X	X			
Business Profile on Bike MD Website Sponsor Page (must provide content)	X	X	X	X		
Name recognition on Annual Report	X	X	X	X	X	
Logo on Sponsor Website Page	X	X	X	X	X	X
Logo on Website Event Page	X	X	X	X	X	X

As Bike Maryland is a 501(c)3 organization, your donation is tax-deductible.

More information available at www.bikemaryland.org

Please send sponsorship checks to

Bike Maryland

1415 Bush Street

Baltimore, Maryland 21230

For more information on sponsorship or donations, please contact Jen Brock-Cancellieri at 410-812-1503 or jen@bikemd.org

****Mark your calendar for 2021 Larry's Ride on October 16, 2021 from Oregon Ridge Park in Baltimore County, Maryland.**

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1415 Bush Street
Baltimore, Maryland 21230