

12th Annual

# BIKE JC

Jersey City Ward Tour  
Sunday  
June 4th 2023





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## Jersey City Ward Tour

**Sunday June 4th, 2023**

**City Hall**

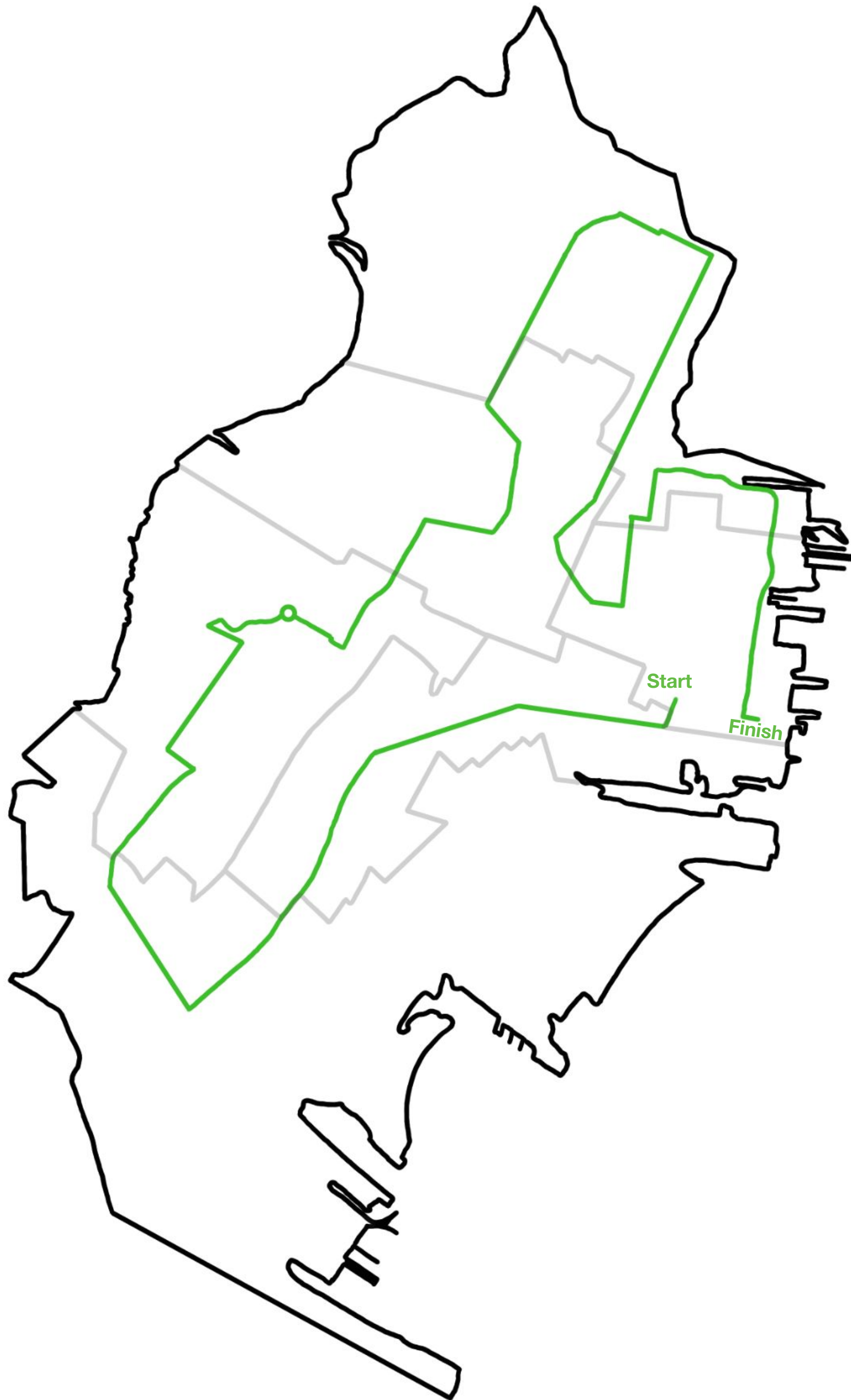
**Ride starts at 11 and  
ends at the Jersey City Jazz Fest!**

## About the Ward Tour

The Ward Tour is Jersey City's premier cycling event, with over 3,000 riders taking a 15 mile route through the city.

Cyclists of all ages and abilities come from all over the region to see the best that Jersey City has to offer, and participate in a fun and casual ride on closed streets.

**2023 marks the 12th annual Ward Tour**







Credit @JerseyPhotographer



# About Bike JC

Bike JC is Jersey City's non-profit, volunteer-run bicycling and safe streets advocacy organization. Since 2009, Bike JC has been working with community members and elected officials to make Jersey City safer, more accessible, and more enjoyable for cyclists and pedestrians. We believe that improved cycling infrastructure is a key component of safer, healthier, and more sustainable cities.

## What we do:

**Rides:** In addition to the the Jersey City Ward Tour, Bike JC hosts monthly Light Up Rides, tours that showcase Jersey City's landmarks and culture like JCAST and community gardens, and activism rides that highlight campaigns for safer streets.

**Bike Valet:** Bike JC provides free, supervised bike parking at all major Jersey City events, including the Fourth of July, the Ghost of Uncle Joe's, and Jersey City Jazz Fest.

**Free Bike Repair:** Bike JC works with community groups and events to provide free bike repair. Skilled mechanics donate their time and knowledge, and sponsors and donors provide spares and supplies to help keep our community on the road.

**Community Organizing:** Bike JC engages community members to advocate for safer streets and better bike infrastructure throughout the city.

**And much more!** Helmet drives, bike education training, kids rides, and more!



# Why your support matters

The Jersey City Ward Tour is Bike JC's primary fundraiser for all of our annual events and campaign expenses.

**Now more than ever, as our expenses for the Ward Tour increase due to thinning city budgets, we're counting on sponsorships to ensure that we can continue to provide high quality bike events to everyone in Jersey City and beyond - regardless of their ability to pay.**

Fundraising from sponsorships and donations will be put towards Ward Tour expenses, such as permit fees, police support, printed materials, volunteer t-shirts, costs for, bathrooms, advertising, safety equipment, and other operational expenses. Throughout the year, funds will also be used for printed materials for advocacy campaigns, bike education, spares and tools for our free bike repair program, vests and radios for ride safety, and more.

**All fundraising helps to support our mission of a safer, more equitable transportation system in Jersey City and beyond.**





# Sponsor Levels

# BIKE JC

## Presenting Sponsor \$20,000+

Please email [hello@bikejc.org](mailto:hello@bikejc.org) to discuss how we can support your organization's goals with a premier Ward Tour sponsorship package.

### Carbon Fiber \$10,000

- 10x20 space at starting line and finish festival at Jazz Fest
- Opportunity to address 3000+ riders at the starting line
- Opportunity to give away products
- Six Social Media posts to 15,000+ followers
- Premium logo placement on Official T-Shirts
- Premium logo placement on 700+ Ward Tour Posters
- Premium logo placement on 2000+ promo cards
- Premium logo placement on Ward Tour Website
- Premium logo placement on registration emails
- Mention in press release
- Dedicated email to registered riders

### Titanium \$5,000

- 10x10 space at starting line and finish festival at Jazz Fest
- Opportunity to give away products
- Six Social Media posts to 15,000+ followers
- Mid tier logo placement on Official T-Shirts
- Mid tier logo placement on 700+ Ward Tour Posters
- Mid tier logo placement on 1000+ promo cards
- Mid tier logo placement on Ward Tour Website
- Mid tier logo placement on registration emails
- Mention in press release

### Aluminum \$2,000

- 10x10 space at starting line and finish festival at Jazz Fest
- Opportunity to give away products
- Two Social Media posts to 15,000+ followers
- Logo inclusion on 700+ Ward Tour Posters
- Lower tier logo placement on Ward Tour Website
- Lower tier logo placement on registration emails

### Steel \$1,000

- 10x10 space at starting line and finish at Jazz Fest
- Opportunity to give away products
- Logo inclusion on Ward Tour Website
- Logo inclusion on registration emails

Please contact [hello@bikejc.org](mailto:hello@bikejc.org) to discuss sponsorship tiers and opportunities

**In-Kind Sponsorships:** In-kind sponsorships are greatly appreciated, and will be considered an Aluminium or Steel level sponsor.