



# **2026 Jersey City Ward Tour**

**Sunday, June 7th**





# ***We are Bike JC***

## ***Jersey City's nonprofit cycling advocacy group***

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.





# ***We ride, we help, and we advocate.***

**Rides:** In addition to the Jersey City Ward Tour, Bike JC hosts monthly Light-Up Rides, specialty rides for advocacy, art and infrastructure tours, and more.

**Bike Valet:** Bike JC provides free, supervised bike parking at major Jersey City events, including the 4th of July, the Ghost of Uncle Joe's, & Jersey City Jazz Fest.

**Free Bike Repair:** Bike JC works with community groups and events to provide free bike repair. Skilled mechanics provide their time and knowledge, and sponsors and donors help to buy 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. In addition, we champion specific campaigns that improve cycling in Jersey City, such as bike lanes, bike parking, and safer streets.

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







# ***Jersey City Ward Tour***

**Sunday, June 7th, 2026**

*Ride starts and ends at Exchange Place.*

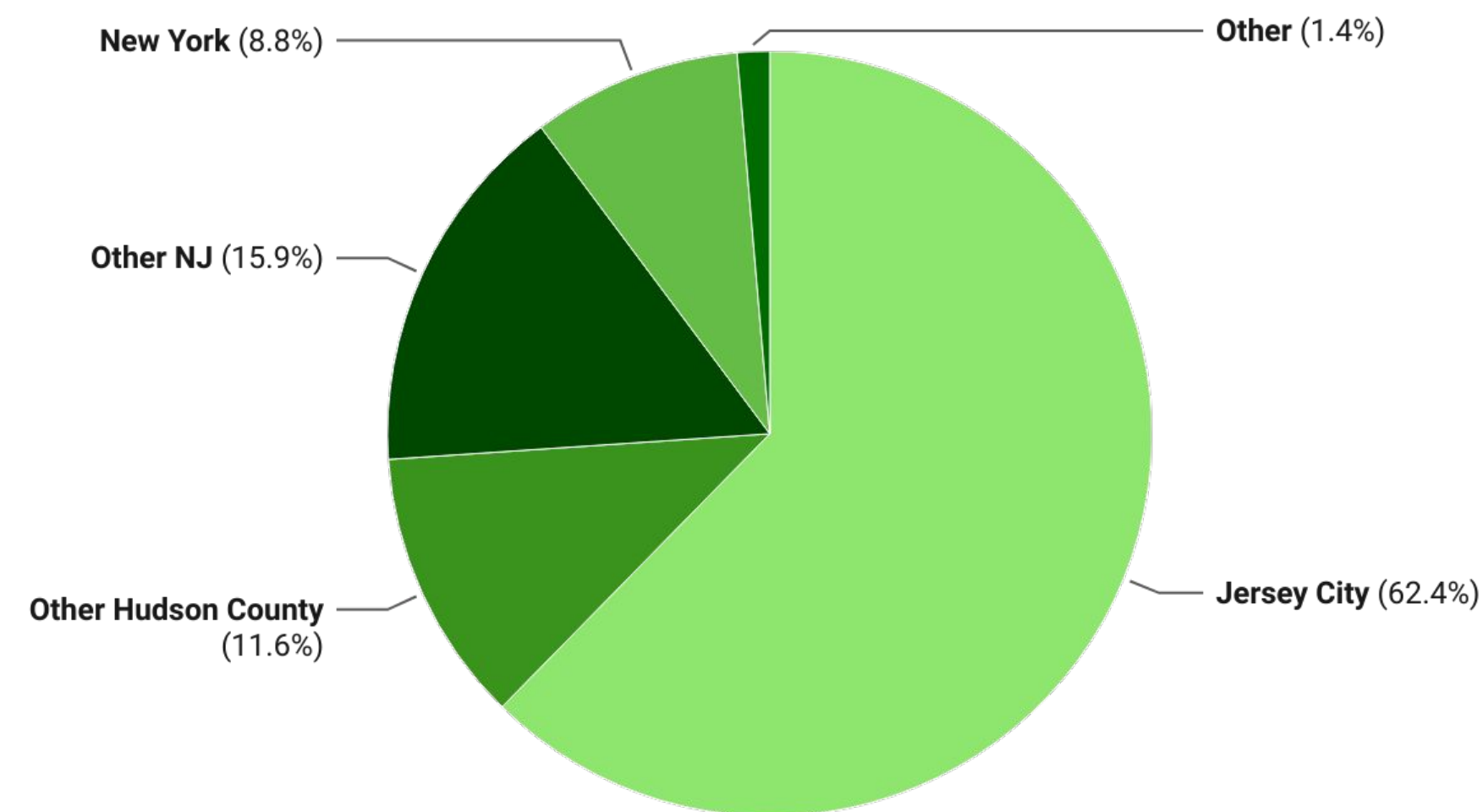
*Check-In begins at 9:00 a.m., with the ride departing at 11:00 a.m.*

The annual Ward Tour is Jersey City's premier cycling event, with **over 2,000 riders** taking a 15-mile ride 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.

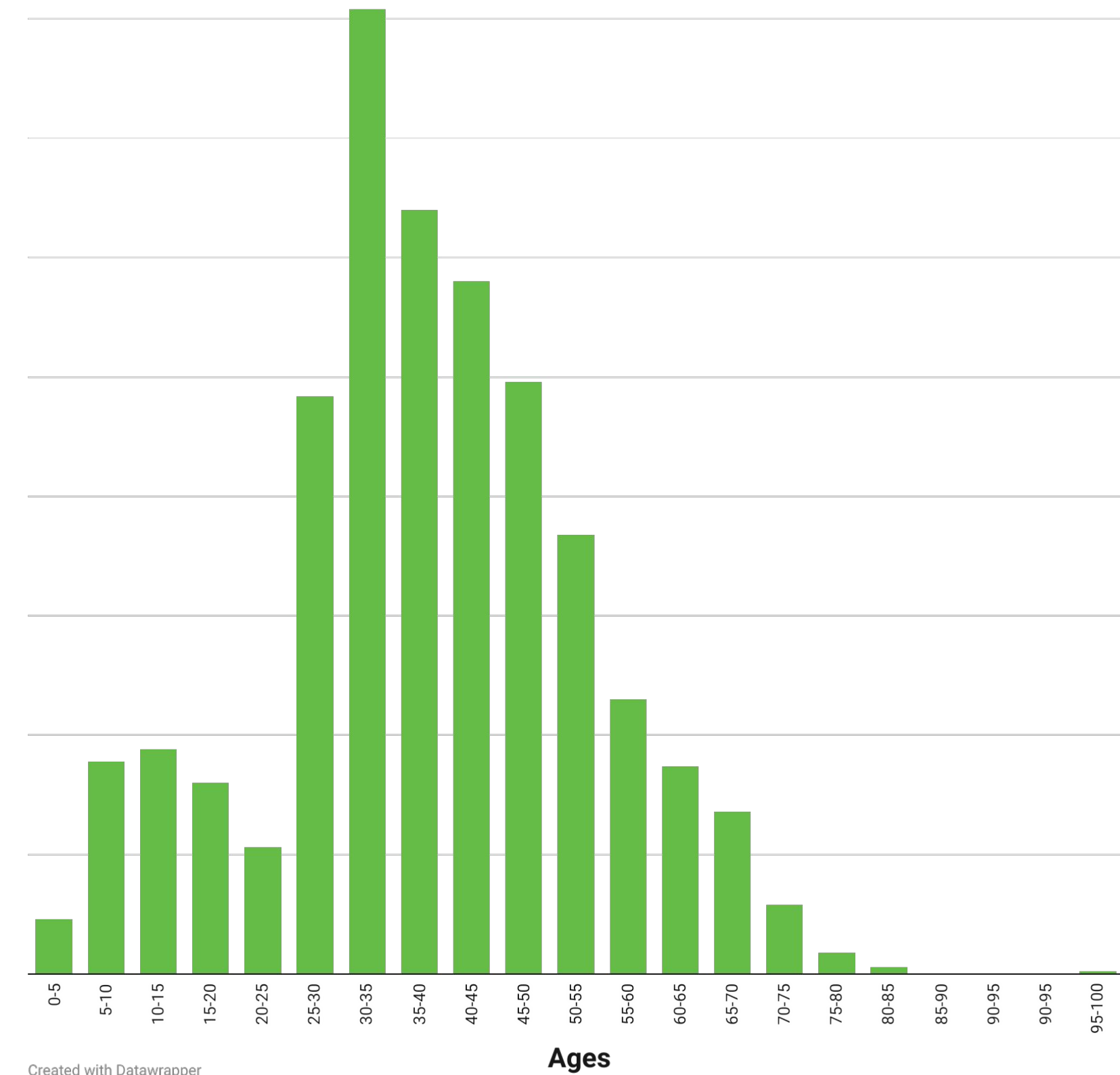
***2026 will be the 15th Jersey City Ward Tour!***

# Rider Demographics:



## Where They're From

- 62.4% of riders are from Jersey City
- 89.9% of riders from New Jersey
- Registrants from 13 states and over 200 cities



## Rider Ages

- Participants from 8 months to 96 years
- 89% of riders over 18
- 54% of riders are 25–45 years old



# ***Your support matters.***

The Jersey City Ward Tour is Bike JC's primary fundraiser to support all of our year-round advocacy work.

*Now more than ever, as Ward Tour expenses increase due to inflation and thinning city budgets, we're counting on community sponsors to help Bike JC continue to provide safe and high-quality cycling events in Jersey City.*

*Thanks to the support of our sponsors, Bike JC hit a milestone in 2025 when we hired our first part-time staff member. This important development expands our impact — and we couldn't have done it without your support.*

Fundraising from sponsorships and donations will be put towards Ward Tour expenses such as permit fees, police support, printed materials, volunteer T-shirts, bathrooms, advertising, safety equipment, and other operational expenses. Throughout the year, funds will also be used for advocacy campaign materials, 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 & Benefits***

## **PRESENTING SPONSOR: \$10,000**

*All “Carbon Fiber” Tier benefits, plus:*

- “[Your Company] & Bike JC Present: The 2026 Jersey City Ward Tour”
- Opportunity to give away product to every rider during bib pickup
- Four additional complimentary Supporter Tier tickets to the Ward Tour

### **CARBON FIBER: \$6,000**

*All “Titanium” Tier benefits, plus:*

- Second 10x10 space at start & finish
- Opportunity to address 2,000+ riders at the starting line
- Dedicated email to registered riders
- Premier logo placement on all media
- Four additional complimentary tickets to the Ward Tour (10 total)

### **TITANIUM: \$4,000**

*All “Aluminum” Tier benefits, plus:*

- Logo inclusion on official T-shirts
- Logo inclusion on 2,000 promo cards
- Mention in press release
- Two additional complimentary tickets to the Ward Tour (6 total)

### **ALUMINUM: \$2,500**

*All “Steel” Tier benefits, plus:*

- Logo inclusion on 1,200 Ward Tour posters
- Two additional complimentary tickets to the Ward Tour (4 total)

### **STEEL: \$750**

- 10x10 space at start & finish
- Opportunity to sell or give away products
- Logo inclusion on registration page & emails
- Shout-out in post-ride email to all riders
- Two complimentary tickets to the Ward Tour

***In-kind sponsorships will be considered on a case-by-case basis, with cash sponsorships preferred.***

*Please contact [partners@bikejc.org](mailto:partners@bikejc.org) to discuss sponsorship tiers & opportunities*