OPEN STREETS
CLEVELAND

2018 SPONSORSHIP OPPORTUNITIES

@OpenStreetsCLE
WHAT ARE OPEN STREETS?

Open Streets Cleveland temporarily repurposes streets as a free public space for people of all ages and abilities to bike, walk, skate, dance, play, and build community. When streets are car-free, they become a canvas for people-powered transformation.

At Open Streets Cleveland:

- Routes are 1 to 3 miles long and are temporarily closed to cars and open to people.
- Events are 4 hours long, typically on Sunday afternoons.
- Games, music, and activities are free and open to the public.
- Diverse programming welcomes people of all backgrounds and abilities.

IMPACT:

Public Health:

“...the average [open streets] participant spends an average of 4 hours and 15 minutes exercising in the city’s streets and parks—five times the average amount.”

Environment:

“A study conducted in Bogotá reveals that particulate matter along the city’s [open streets] route was 13 times higher on a regular weekday than on a Sunday.”

Economy:

“A recent study published in the Journal of Urban Health analyzed the average economic cost and benefits associated with open streets programs...and found that from a public health perspective each of the four initiatives is cost beneficial, especially when compared to other physical activity programs.”

Community:

“Allowing people to socialize with their fellow citizens in a non-threatening, apolitical environment allows individuals, community organizations, and political leaders to build social capital and develop a wider understanding of their city, each other, and the very real potential for making streets friendlier to all people.”

Excerpted from the Open Streets Guide, Alliance for Biking and Walking
2018 OPEN STREETS

Cleveland's open streets movement (previously called ciCLEvia) is celebrating its third season in 2018 with the support of Bike Cleveland as the fiscal agent. In collaboration with partners including elected officials, community development organizations, local businesses, neighborhood organizations, and residents, Open Streets Cleveland will host four events in unique Cleveland neighborhoods. With a programmatic focus on building a culture of health and sustainable transportation, each event includes active living demonstrations such as yoga and Zumba, healthcare resources such as wellness checks, engaging recess games, demonstrations of safe street designs for walkers and bikers, music, art, and of course plenty of street space for walking, biking, and playing!

May–Detroit Shoreway/Ohio City on Detroit Avenue
June–Central on Community College/Quincy Avenue
July–Glenville/University Circle on Martin Luther King, Jr. Boulevard
August–Clark–Fulton on W. 25th Street

Each event is expected to attract 5,000+ participants, with an estimated total marketing reach for the 2018 series of 100,000 people through social media, street signage, and event collateral.
# Sponsorship Opportunities

Open Streets Cleveland has opportunities for contributions at a variety of levels. Citywide sponsors receive benefits at each event in the 2018 series.

## Citywide Sponsorship Levels

### Series Sponsorship: $50,000
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on volunteer t-shirts
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
- Presenting sponsor for one programming space
- Logo on stage banners at all activity hubs
- Presenting sponsor designation

### City Sponsorship: $20,000
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on volunteer t-shirts
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
- Presenting sponsor for one programming space

### Stage Sponsorship: $35,000
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on volunteer t-shirts
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
- Presenting sponsor for one programming space
- Logo on stage banners at all activity hubs

### City Partnership: $10,000
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on volunteer t-shirts
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
**SPONSORSHIP OPPORTUNITIES**

Open Streets Cleveland has opportunities for contributions at a variety of levels. Neighborhood sponsors receive benefits at one 2018 event of their choice.

### Neighborhood Sponsorship Levels

**Neighborhood Champion: $10,000**
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
- Presenting sponsor for one programming space
- Logo on stage banners at two activity hubs

**Neighborhood Sponsorship: $750**
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on event handouts, postcards, and posters

**Activity Sponsorship: $5,000**
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials
- Presenting sponsor signage at one programming space

**Community Partnership: $500**
- Social media promotion with dedicated post
- Company name and logo on website

**Business Sponsorship: $1,500**
- Social media promotion with dedicated post
- Company name and logo on website
- Logo on event handouts, postcards, and posters
- Logo on event wayfinding materials

**Community Participant: $250**
- Social media promotion
- Company name on website
2018 SPONSOR COMMITMENT FORM

Thank you for your interest in becoming a sponsor for the 2018 Open Streets Cleveland summer series. Your support makes these vibrant events possible.

Please complete the following information and return to rachael@openstreetscle.org.

Business/Organization Name__________________________________________________________

Address__________________________________________________________________________

Primary Contact Person________________________________________________________________

Phone Number________________________________________________________________________

Email Address________________________________________________________________________

Please select the level of sponsorship you are committing to below:

CITYWIDE LEVEL (benefits at all 2018 events)

___$50,000  ___$35,000  ___$20,000  ___$10,000  ___Other (amount________)

NEIGHBORHOOD LEVEL (benefits at one 2018 event; specify neighborhood here______________)

___$10,000  ___$5,000  ___$1,500  ___$750  ___$500  ___$250  ___Other (amount________)

You will receive an invoice for your designated sponsorship amount from our fiscal agent, Bike Cleveland. To receive full benefits for a citywide sponsorship, or for full benefits for a neighborhood sponsorship for the May event, please respond by April 13, 2018. For more information, call (216) 512-0253 or email rachael@openstreetscle.org.