

## **Greater Rochester Active Transportation Symposium**

*April 27, 2011, 8:30 a.m. – 5:00 p.m.*

*Radisson Hotel Rochester Riverside*

Dear Potential Sponsor and Exhibitor:

I am working with the Rochester Cycling Alliance and their partners to plan the *Greater Rochester Active Transportation Symposium*. “Active Transportation” refers to transportation by means other than by a personal automobile (including bicycling and walking) and accessible to vulnerable populations such as disabled people and senior citizens. Communities with strong active transportation networks are healthier, more economically robust and sustainable as well as being more livable. **We would like to invite you to support the event through sponsorship and/or as an exhibitor.**

The **purpose** of the Symposium is to discuss the impact of Active Transportation on the Genesee Valley Region community in terms of health, safety, economic stability, infrastructure spending, social equity and the built environment. Tools for creating a community friendly to bicycles, pedestrians and those with disabilities will be shared. *Participants will leave with a greater understanding of policy issues, planning considerations, and funds available to further these efforts.*

One of our partners is the Rochester Regional Community Design Center. They are bringing Madison, Wisconsin, Mayor Dave Cieslewicz to Rochester as part of their ReShaping Rochester Lecture Series on April 26, 2011. Madison is a model Active Transportation city. The Design Center is working with us to extend Mayor Cieslewicz’s visit to be part of the Active Transportation Symposium.

Other speakers include: Andy Clarke, President, League of American Bicyclists; Jeff Olson, Alta Consulting, Saratoga Springs; and Kartik Sribarra, Rails-to-Trails Conservancy have accepted invitations to speak at the Symposium. An invitation to join the Symposium speakers for a luncheon is being sent to the presidents of local colleges and universities and the leaders of the municipalities in which those institutions reside to discuss the status of the active transportation infrastructure and what is needed to better serve the students and staff of those institutions.

We anticipate an audience of over 200 community decision makers, municipal staff and board members, consultants, and advocates for transportation access and choice. We have a four-track program planned that will offer something for everyone with an interest in active transportation.

Please look over the attached material and consider becoming a sponsor of the *Greater Rochester Active Transportation Symposium*.

If you have questions about the Symposium or sponsorship please call Rochelle Bell, Sr. Environmental Planner at Monroe County Dept. of Planning and Development, 585-753-2034. Thank you!

**Greater Rochester Active Transportation Symposium**

**April 27, 2011, 8:30 a.m. – 4:00 p.m.**

**Radisson Hotel Rochester Riverside**

## SPONSORSHIP LEVELS AND BENEFITS

### YELLOW JERSEY

Donation of \$5,000 yields the following benefits:

- ☆ Three complimentary registrations
- ☆ Free display space (12')
- ☆ Exhibition of your logo (Size: XL)

### GOLD MEDAL

Donation of \$2,500 yields the following benefits:

- ☆ Two complimentary registrations
- ☆ Free display space (6')
- ☆ Exhibition of your logo (Size: L)

### SILVER TROPHY

Donation of \$1,000 yields the following benefits:

- ☆ One complimentary registration
- ☆ Free display space (6')
- ☆ Exhibition of your logo (Size: M)

### BRONZE PLAQUE

Donation of <\$1,000 yields the following benefits:

- ☆ Discounted registration
- ☆ Discounted display space
- ☆ Exhibition of your logo (Size: S)

## DISPLAY SPACE

Draped table and electricity available.  
Six-foot table (tabletop display) -- \$200  
Twelve-foot table (booth display) -- \$350  
Non-profit rate available.

### Contact Information

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

E-mail \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

and Commitment \_\_\_\_\_

Details \_\_\_\_\_

\_\_\_\_\_

Please make check payable to "RIT" and put "Center for Student Innovation, GRATIS" in the memo line.

If you have any further questions regarding event sponsorship and benefits, please call Rochelle Bell at (585) 753-2034. Thank you for your support and contribution to a better transportation system!

# Benefits of Bicycling



## Bicycling helps the local economy...



- Almost 20% of a family's budget is spent on transportation; more pedal power (and less fuel consumption) can mean real savings for families.
- Increased disposable income in turn stimulates the local economy.
- Improving bicycling conditions is a cost effective way of optimizing existing public infrastructure.

## Bicycling communities are healthier communities...

- Adding bicycling to your daily routine helps you stay healthier. 60% of Americans are overweight or obese. Bicycling is a great solution to the problem.
- 30 minutes of moderate exercise (like bicycling), 5 days a week can reduce risks for illnesses such as high blood pressure, heart disease, arthritis and depression.
- Bicycle trips create zero emissions, contributing to better air quality for the region (and cleaner air for you to breathe!).



## Bicycling communities are strong communities...

- Cities that promote bicycling retain youth, attract young families and increase social capital.
- Improved bicycling conditions add to the vitality and quality of life of the community and provide access to recreational destinations across the region.
- Improved bicycling conditions provide mobility for people who do not have cars, increasing access to jobs, education, and healthcare.
- Better bicycling conditions provide access to public transit, increasing transportation options.



T-6118-10 Rochester Bicycle Master Plan Benefits of Bicycling 02.ppt

