



2026 BIKE WALK MACON SPONSORSHIP OPPORTUNITIES

ABOUT BIKE WALK MACON

We are leading the movement to make bicycling and walking a safe, healthy, and affordable option for transportation and recreation for all Maconites.

Founded in July 2015, we are Macon-Bibb County's first grassroots bicycle and pedestrian advocacy organization working to enhance mobility to create a more vibrant, healthy, and equitable city. Through community leadership and inclusive engagement, Bike Walk Macon has become the city's voice for all things biking and walking.

We seek to make active transportation an option for all Maconites, no matter where they live or where they're trying to go. We work to make our transportation network support active living and additional commuting options.

CONTACT

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CONNECT

web: www.bikewalkmacon.com
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instagram: [@bikewalkmacon](https://www.instagram.com/bikewalkmacon)

Be part of what's next: Sponsor Bike Walk Macon in 2026!

2026 marks an exciting new chapter for Bike Walk Macon. We just wrapped up our 10th anniversary year - celebrating a decade of pushing for safer, more people-friendly streets in Macon. What started as a few folks with big ideas has grown into a real movement that's making change happen.

This past year was full of milestones: Macon earned its Bicycle Friendly Community designation, Open Streets Macon made a strong return, and we hosted our first-ever Streets for All Fest. Thousands of people joined our rides, walks, and events, all focused on making it easier and safer to get around without a car.

We're proud of how far we've come, but there's still more work to do. Your support makes everything possible - from fun community events to advocacy that helps shape safer infrastructure across Macon-Bibb County.

Take a look at our 2026 sponsorship opportunities and see how you can help keep the momentum going.

Thank you for being part of the movement!

Warmly,

Rachel Umana
Executive Director



2026 BIKE WALK MACON YEAR-ROUND SPONSORSHIP LEVELS

As a valued supporter of Bike Walk Macon, your sponsorship comes with exclusive perks that extend throughout the entire year. Enjoy prominent recognition on our website, featured spots in our email newsletters, and a dedicated presence across our vibrant social media platforms. Elevate your visibility by receiving special acknowledgments at our signature events.

SPONSORSHIP LEVELS	Advocate \$1000	Champion \$2500	Mobility Maker \$5000
Logo and link on BWM homepage	✓	✓	✓
Recognition in annual Impact Report	✓	✓	✓
Logo on signage at BWM signature events	✓	✓	✓
Recognition at BWM annual member party	✓	✓	✓
Logo on tshirt at BWM signature events		✓	✓
Option to be Presenting Sponsor for a BWM event			✓
Speaking opportunity at annual member event			✓
Recognition in email newsletter	1x	2x	3x
Complimentary tickets for BWM paid events	2 per event	4 per event	8 per event
Social media mentions	1x	2x	3x
Invitation to annual member party	2	4	6
Invite to BWM End of Year event connecting our top supporters	2	3	4



In 2025, we engaged with more than 8,000 individuals at events. Our social media presence spans over 6,000 followers across Instagram, Facebook, and TikTok, reaching more than 132,000 people annually. Our website attracts approximately 9,400 annual visitors, while our monthly newsletter connects with over 2,000 active subscribers.

Additionally, we are supported by over 200 members and donors who help drive our mission forward.

YEAR-ROUND SPONSORS VS. EVENT SPONSORS

We offer both Year-Round Sponsorships and Event Sponsorships to suit different levels of support. Year-round sponsors contribute to our ongoing work, including advocacy, infrastructure improvements, and community initiatives, with consistent visibility throughout the year. Event sponsors support specific events, gaining targeted exposure and recognition opportunities.

Additional, custom sponsorship opportunities are also available upon request.

EXCLUSIVE EVENT SPONSORSHIP OPPORTUNITIES

Each of our signature Bike Walk Macon events offers unique sponsorship opportunities, with exclusive recognition on our website and social media channels. Sponsors will also be highlighted in press releases, digital, and printed marketing materials for each event. For more details about each event, visit www.bikewalkmacon.com/events.

Our two highest event tiers - Presenting and Community - include a full year of visibility by automatically providing all the benefits of the corresponding Year-Round Sponsorship tier (Champion or Advocate), a significant added value! The Supporting Event Sponsor (\$500) level does not include Year-Round benefits.

\$3500 – Presenting Sponsor

- "Presented by [Your Business]" title recognition
- Logo on event materials, t-shirts, and banners
- Speaking opportunity at the event
- Reserved space at event for display
- 6 complimentary event registrations
- Press release mention for sponsored event
- Year-round Champion benefits (see Champion level on page 2)
- **Availability** - One presenting sponsor opportunity is available for the following: Open Streets Macon, Macon Bike Walk Month, Streets for All Fest, and Macon's Big Bike Ride

\$1500 – Community Event Sponsor

- Logo on event materials, t-shirts, and banners
- Social media and website recognition
- Reserved space at event for display
- 4 additional complimentary event registrations
- Press release mention for sponsored event
- Year-round Advocate benefits (see Advocate level on page 2)
- **Availability** -
 - One presenting sponsor opportunity available at this level for: Macon Bike Party and Walk 'n' Talk Series
 - Unlimited sponsorship opportunities available for all other signature events.

\$500 – Supporting Event Sponsor

- Logo on event signage and promotional materials
- Social media and email newsletter mentions
- 2 complimentary event registrations
- **Availability** - Unlimited sponsorship opportunities available for all signature events.



2026 BIKE WALK MACON SIGNATURE EVENT SPONSORSHIPS



Macon Bike Party

Date: 2nd Thursday of each month (Mar-Jun, Sept-Dec)

A monthly, family-friendly community ride that promotes safe bicycling for people of all ages and skill levels.

Note: Only one sponsor opportunity available at \$1500. This sponsor will be the Presenting Sponsor for Bike Party for the entire year, receiving exclusive recognition for each event.



Walk 'n' Talk Series - UNAVAILABLE/SECURED

Date: 3rd Tuesday of each month (Mar-Jun, Sept-Dec)

A one-hour, medium-paced walk exploring Macon's street. These walks promote physical activity while exploring the city and engaging with fellow community members in a fun, social setting.

Note: Only one sponsor opportunity available at \$1500. This sponsor will be the Presenting Sponsor for the entire Monthly Walking Series for the year, receiving exclusive recognition at each event.



Streets for All Fest

Date: March 2026

Streets for All Fest is a weekend long celebration of bicycling and walking in Macon. With a mix of educational and themed rides and walking tours, this event provides a chance to explore Macon's vibrant streets and neighborhoods while building community and promoting active transportation.



Macon Bike Walk Month

Date: May 2026

A month-long celebration of bicycling and walking. Featuring a variety of community events, bike rides, and walks, this initiative encourages active transportation and raises awareness about the importance of creating safer streets for pedestrians and bicyclists of all ages.



Open Streets Macon - UNAVAILABLE/SECURED

Date: May 2026

Open Streets Macon temporarily closes streets to vehicle traffic, transforming them into car-free spaces for walking, biking, and community activities. This fun and family-friendly event invites people of all ages to reimagine Macon's streets, promoting active living and healthier transportation options.



Macon's Big Bike Ride

Date: November 2026

A community ride through Downtown Macon and surrounding neighborhoods, aimed at promoting safer streets and advocating for better biking infrastructure. The event brings together local cyclists to celebrate biking and raise funds for Bike Walk Macon. As the city's largest bike ride, it's a great opportunity to support a healthier, more connected Macon.