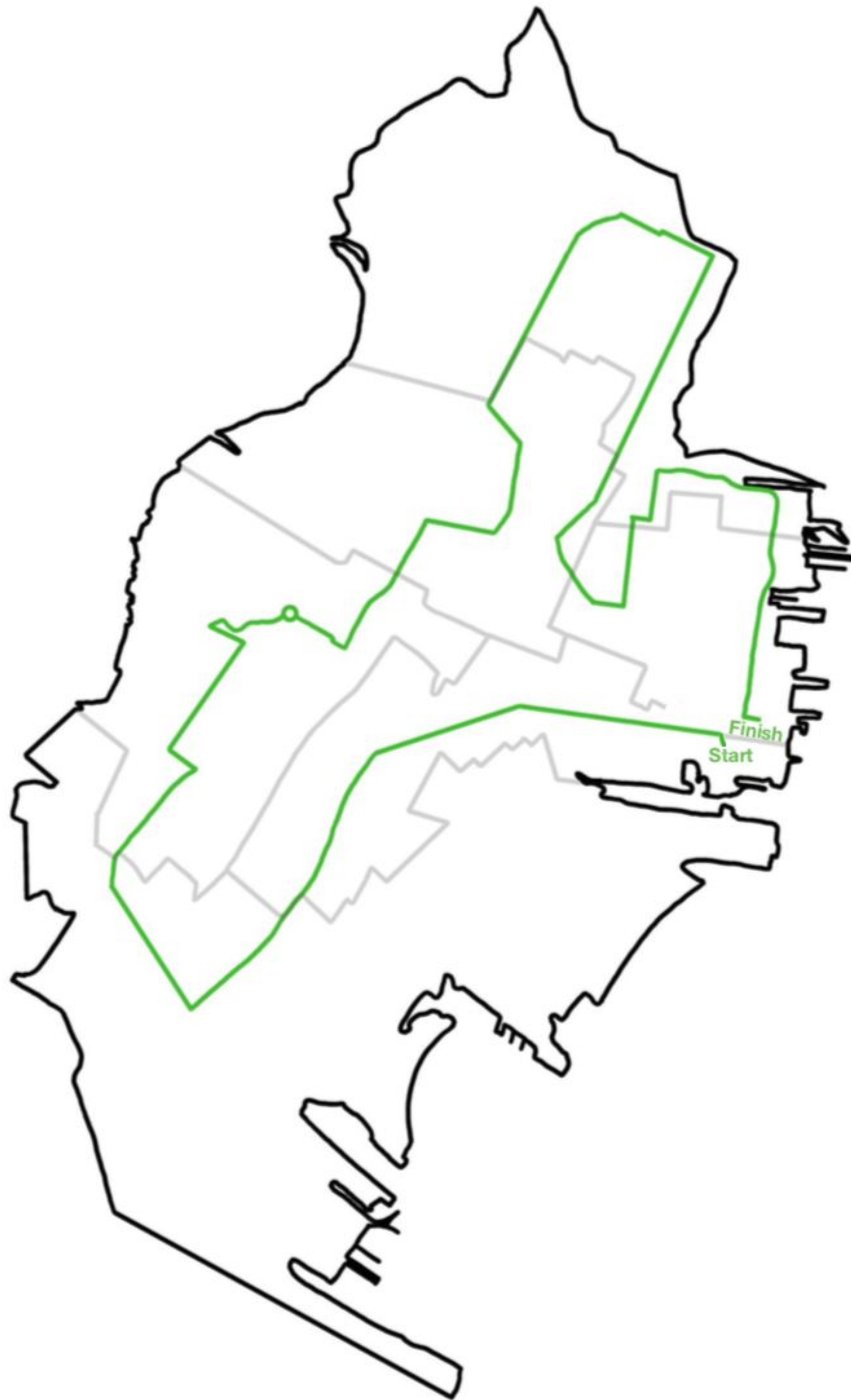


An aerial photograph of a bustling city square, likely in Jersey City, during a large-scale bike tour. The square is filled with hundreds of cyclists of various ages and backgrounds, many wearing colorful gear. In the center of the square stands a large, ornate bronze statue of a figure holding a torch. To the left, a large American flag flies from a tall pole. The square is bordered by multi-story brick and stone buildings, some with ground-floor storefronts like 'LAREE ADDA'. A white canopy tent and a green tent are set up on the right side of the square. The scene is lively and festive, with many people walking and cycling around the central area.

13th Annual

BIKE JC

Jersey City Ward Tour
Sunday
June 2nd 2024



BIKE JC

Jersey City Ward Tour

Sunday June 2nd, 2024
Ride starts at Exchange Place 11:00 A.M.

**Returns to Exchange Place for the
Jersey City Jazz Festival!**

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.

2024 marks the 13th 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, and specialty rides for advocacy, art and infrastructure tours, and more.

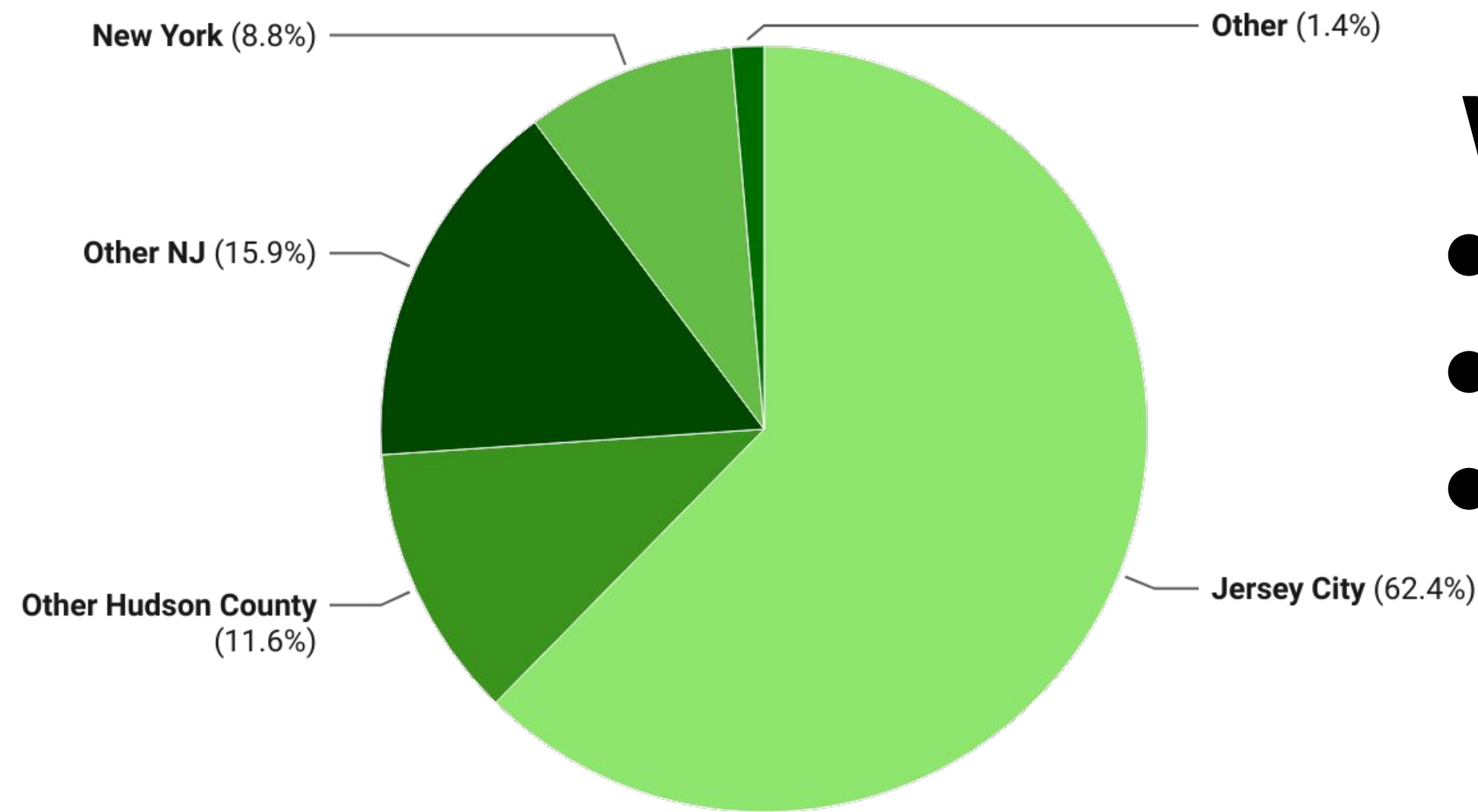
Bike Valet: Bike JC provides free, supervised bike parking at all major Jersey City events, including the Fourth of July, the Ghost of Uncle Joe's, and Jersey City Jazz Fest.

Free Bike Repair: Bike JC works with community groups and events to provide free bike repair. Skilled mechanics 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!

About Our Riders

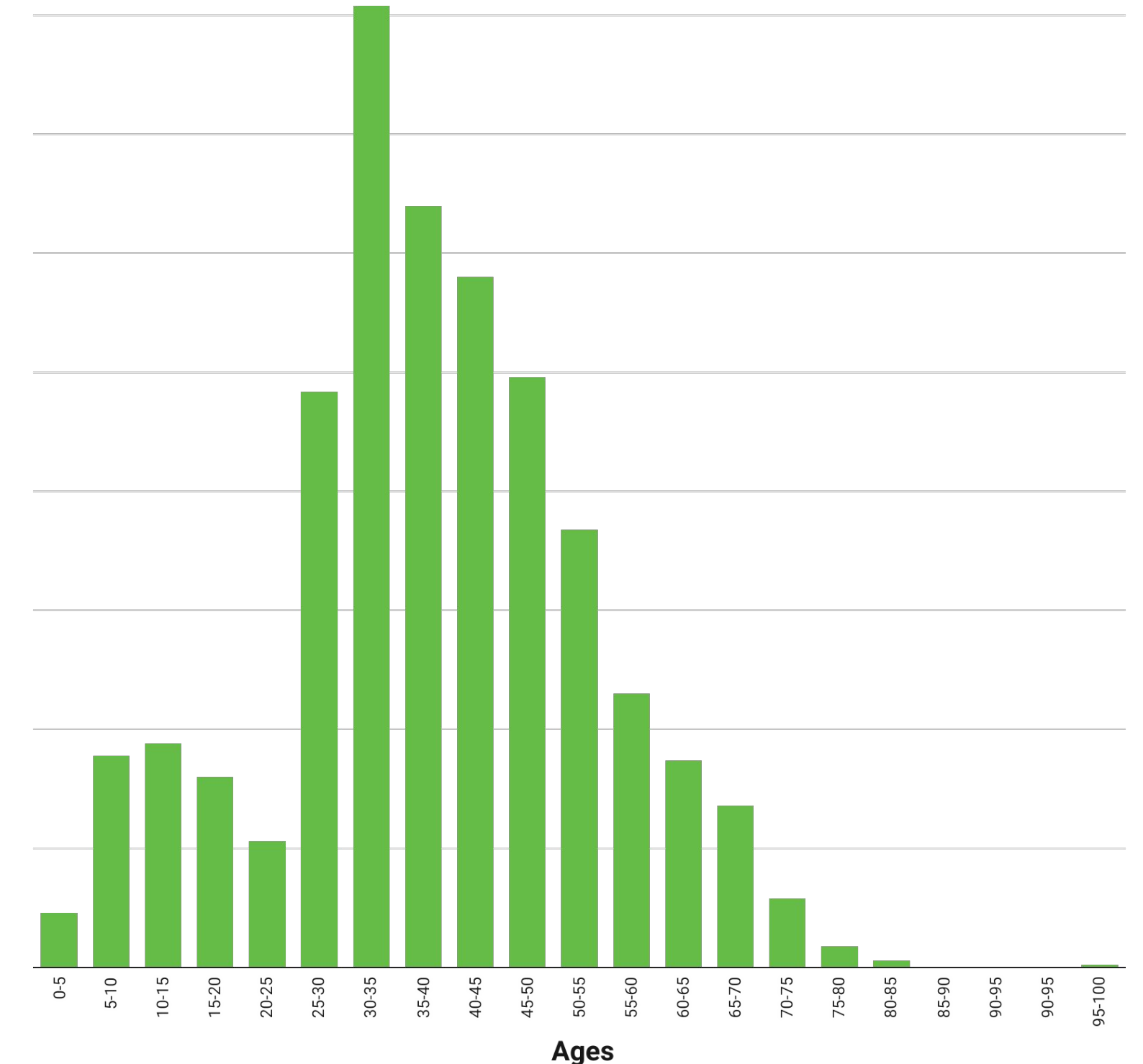


Where They're From

- 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

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



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.

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 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 **\$10,000+**

Please email partners@bikejc.org to discuss how we can support your organization's goals with a premier Ward Tour sponsorship package.

Carbon Fiber \$5,000

- All "Titanium" Tier benefits, plus
- Second 10x10 space at start and finish
- Opportunity to address 3,000+ 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 \$3,500

- All "Aluminum" Tier benefits, plus
- Logo inclusion on Official T-Shirts
- Logo inclusion on 1,000+ promo cards
- Mention in press release
- Two additional complimentary tickets to the Ward Tour (6 total)

Aluminum \$2,000

- All "Steel" Tier benefits, plus
- Logo inclusion on 700+ Ward Tour Posters
- Two additional complimentary tickets to the Ward Tour (4 total)

Steel \$500 – \$1,000

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

Please contact partners@bikejc.org to discuss sponsorship tiers and opportunities

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