

2022 GREEN COMMUTE CHALLENGE



SPONSORSHIP INVITATION



 **RideshareKC**
www.ridesharekc.org

ABOUT RIDESHAREKC

RideshareKC is a publicly funded program that provides commuter resources to individuals and employers in the Kansas City metropolitan area — helping to create transportation options for area workers.

Established in 1980, the program serves commuters from five counties in Missouri and four counties in Kansas. The program offers a commuter-matching service for anyone who lives, works or attends school in the greater Kansas City area or within 75 miles of downtown Kansas City, Missouri.

SPONSORSHIP VALUE

RideshareKC, our partners, and our sponsors believe in the power of sustainable transportation to help create a healthy, prosperous, resilient, and equitable future for all people in the region.

By sponsoring the Green Commute Challenge, you help play an important role in creating a more sustainable and healthier Kansas City region. Sponsorship also builds brand visibility and awareness in the rapidly growing community of diverse and engaged people who take transit, walk, bike, or carpool to work.

WHAT IS THE GREEN COMMUTE CHALLENGE?

- A fun, free challenge to encourage people to take more sustainable commute options.
- A workplace culture-building activity that promotes healthy living and exercise through friendly competition with other workplaces in the region.
- A great way to highlight local businesses through incentives and prizes given to Green Commute Challenge participants.



BENEFITS OF SPONSORSHIP

- Demonstrate your organization's leadership in building a more sustainable and prosperous future for Kansas City metro area.
- Reach like-minded leaders and position your organization at the forefront of our region's evolving conversation around transportation, sustainability, and remote work.
- Support employees by helping them save money on commuting and improve workplace culture and sense of camaraderie (especially in remote or hybrid environments).

By supporting the Green Commute Challenge, your dollars will go toward encouraging commuters at the grassroots level to transform their daily habits, and toward galvanizing local employers to take simple actions to reduce transportation-related emissions.

From Sept. 19 through Oct. 28, we'll be relying on the help of area sponsors who are motivated by our vision of a sustainable and interconnected future.

Our sponsors help us:

- Promote the Green Commute Challenge to expand its reach and impact.
- Purchase prizes from local vendors to support small businesses and incentivize new commuter habits.
- Celebrate mobility options in the Kansas City area through events and pop-ups.
- Award companies that show great leadership in sustainable commuting in our region.

BY THE NUMBERS

More than 580 people from 61 companies participated between 2019 and 2021.

Challenge participants:



Saved 74,069 pounds of greenhouse gases



Avoided using 1,338,376 gallons of fuel



Traveled 681,122 miles

In exchange, you can expect a range of benefits including promotion of your brand among participants, as well as networking and thought leadership opportunities.



CHALLENGE SPONSORSHIP LEVELS

Support sustainable transportation options and showcase your brand, company, or organization to greater Kansas City area commuters interested in a greener future through a sponsorship.

GOLD LEVEL SPONSOR \$1,000

- **Email, social media, and website promotions**
 - Featured on RideshareKC, MARC, and partner social media, email, and website
 - Logo listed on weekly Challenge email updates
 - Sustainability efforts featured in weekly email updates
- **Included in press release and media coverage**
- **Sponsorship of closing event**
 - Honored and given time to speak

SILVER LEVEL SPONSOR \$500

- **Email, social media, and website promotions**
 - Featured on RideshareKC, MARC, and partner social media, email, and website
 - Logo listed on weekly Challenge email updates
 - Sustainability efforts featured in weekly email updates
- **Included in press release and media coverage**

BRONZE LEVEL SPONSOR \$250

- **Email, social media, and website promotions**
 - Featured on RideshareKC, MARC, and partner social media, email, and website



“I ride my bike to work for the sheer joy of it! It’s a great way to start and end my day with exercise, seeing the other walkers and bikers on my route, and just a great relaxed frame of mind. I also feel like I’m doing what I can to reduce pollution and traffic congestion in the midtown to Brookside area.”

-Christina Hoxie, Owner of Hoxie Collective and Green Commute Challenge Participant

CHALLENGE SCHEDULE AND PROGRAMMING

Are you ready to help us lead our region toward a greener commute? Here's what to expect during of your sponsorship of the Green Commute Challenge.

Before the Challenge

- We'll keep sponsors, donors and partners informed about developing details in programming, events, and outreach opportunities with biweekly emails.
- We'll host a call to touch base with sponsors and partners, and get your feedback leading up to the challenge.
- Help us spread the word! Recruit your stakeholders, partners, competitors, and neighbors to join the Challenge and expand our impact. We can provide promotional materials.
- In mid-August, RideshareKC will begin our marketing and media push for team sign-ups.
- RideshareKC will provide each team with a starter kit, as well as offer webinars and hands-on assistance to create teams and recruit participants.
- We'll host a series of pop-ups throughout the metro in the week leading up to the Challenge.

During the Challenge (Sept. 19-Oct. 28)

- RideshareKC will post prize updates to Facebook and Twitter, and send a weekly e-blast with recent results and sponsor spotlights.
- Promotion will continue into the early part of the Challenge. We will keep sponsors and partners updated on placements and outreach opportunities.
- We will have themed weeks for each mode, including biking, teleworking, transit, and carpooling. Activities, prizes and outreach will correspond to that week's mode theme.

After the Challenge

- A finale celebration will take place after the conclusion of the Challenge. All participants, sponsors, donors, and partners are invited.
- We will give out awards and final prizes to teams and participants.
- We will recognize sponsors and give Gold-level Sponsors the opportunity to speak.
- We will provide final results and insights from our participant survey to sponsors in the months following the Challenge.

For more information about sponsorship, contact:

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THANKS TO OUR 2021 SPONSORS & PARTNERS



Messenger Coffee | Carolyn's Pumpkin Patch | Made In KC | Sequence Climb | Betty Raes |
Midwest Cyclery | Waldo Pizza | Raygun | Prairie Fire | ROKC | KC Can Compost | Bar K | Zarda |
World War I Museum | Charlie Hustle | Story Boutique | SOAP Refill Station Gift Basket |
Majestic Theatre | Elms Hotel & Spa

2019-2021 GREEN COMMUTE CHALLENGE TEAMS

AECOM; BikeWalkKC; BNIM Architects; C2FO; City of Kansas City, Mo.; City of North Kansas City;
City of Overland Park; City of Shawnee; Confluence; DMH; Garver; GastingerWalker&; Hallmark Cards;
Hardesty and Hanover; HNTB Corporation; Hotel Phillips; Hoxie Collective; Internal Revenue Service;
Johnson County Government; Kansas City Area Transportation Authority;
Kansas City Kansas Public Library; Kansas City Public Library; Kansas City Veteran's Administration;
KPMG LLP; KU Edwards Campus; Metropolitan Energy Center; Mid-America Regional Council; MRIGlobal;
Ozark National Life Insurance; Posty Cards; Renaissance Infrastructure Consulting; Signal Theory; SMG;
Stinson LLP; Taben Group; TMC Behavioral Health; T-Mobile/Sprint; UMB; University of Missouri-Kansas City;
Unified Government of Wyandotte County and Kansas City, Kan.; University of Kansas Medical Center;
U.S. Dept of Housing and Urban Development; U.S. General Services Administration; USCIS; Vireo



RideshareKC is operated by the Mid-America Regional Council.

