



## 2021 Sponsorship Opportunities

### The Event

APBP's first ever Virtual Conference will provide outstanding training and networking that attracts professionals working on active transportation projects in the U.S. and Canada. The APBP conference is an unparalleled opportunity for you to connect with your target customers—leaders and innovators, established and emerging decision-makers.

### Who Attends

Attendees are decision-makers, the people whose recommendations and reputations are valued when contracting for services, plans, and products. In short, they are your audience, your customers.

- Innovators and leaders in the field
- Planners, engineers, landscape architects, architects, public health professionals
- Consultants
- Industry representatives
- Pedestrian and bicycle professionals working for city, state, provincial, MPO and RPC agencies
- Complete Streets professionals – including transportation and health
- Advocates for walking and bicycling

### Who Sponsors

- Bicycle parking companies
- Bikeshare companies
- Planning and design firms
- Ebike and Scooter companies
- Pavement marking and signal design companies
- Companies offering streetscape design products
- Firms specializing in counting pedestrians and bicyclists, in wayfinding, and in safety
- Innovators with ideas and products for building walkable, bicycle-friendly communities
- Non-profit professional and advocacy organizations
- Purveyors of information and technology to lead the field

## Sponsor Opportunities

- A. **Daily Sponsor** (3 available) \$7,500  
Naming rights for one of conference's three content days  
(example: *APBP Virtual Conference Day 1 supported by 'COMPANY'*)
- BENEFITS
- Kick off session welcomes for each plenary session on day of sponsorship (up to 1 minute, pre-recorded)
  - Logo to be displayed at the beginning of each session on day of sponsorship
  - 5 complimentary registrations
  - Individual eblast (sent by APBP to all APBP members) promoting sponsor's involvement in the conference (content written by sponsor, should focus on how sponsor supports biking and walking). Each Daily Sponsor will receive their own eblast.
  - Online Solutions Center Primary listing\*\*
  - Logo on event website
  - Social Media posts
- B. **Sponsored Mobile Tour** + (recorded video demo – 7 available) \$5,000  
Mobile Tour should be a partnership between company and client who has used products or services for a local project.  
Pre-recorded video should be no more than 15 minutes long and feature both the sponsor company and client sharing information about the project, its outcomes, and benefits for the community.
- BENEFITS
- Recorded mobile tour played as plenary content during virtual conference
  - 4 complimentary registrations
  - Grouped eblast (sent by APBP to all APBP members) promoting sponsor's involvement in the conference (content written by sponsor, should focus on how sponsor supports biking and walking). One eblast will be sent with all sponsors of mobile tours' info.
  - Online Solutions Center Primary listing\*\*
  - Logo on event website
  - Social Media posts

+ Applications for Sponsored Mobile Tours must be received by May 28. If accepted, final videos must be submitted by July 14.

- C. **Ask the Expert** (6 available) \$3,500
- Facilitate 30-minute themed session (concurrent) where a problem is presented and solutions shared
  - Pre-recorded session welcome up to 1 minute in length
  - Brief comments at conclusion of session around how products/services support the community
  - 3 complimentary registrations
  - Online Solutions Center listing\*
  - Logo on event website
  - Social Media posts

- D. **Virtual Focus Group** (4 available) \$2,500
- Scheduled within 2 weeks of the virtual event dates (before or after)  
Up to 1 hour  
Work with APBP to identify an invitation list of most relevant participants  
APBP sends invitation on sponsor's behalf (up to 25 invitations)  
APBP provides platform for virtual focus group

BENEFITS

- 2 complimentary registrations
- Online Solutions Center listing\*
- Logo on event website
- Social Media posts

- E. **Online Solutions Center Primary Listing** \$750

BENEFITS

- Dedicated link from Solutions Center
- Logo
- Company Description
- Link to website
- Contact information
- Pre-recorded video message (up to 3 minutes in length). Can be a demo, testimonial, or other message.
- Opportunity to provide giveaway prize for APBP run contest during the virtual event.

- F. **Online Solutions Center Listing** \$500

BENEFITS

- Dedicated link from Solutions Center
- Logo
- Company Description
- Link to website
- Contact information

\*Online Solutions Center – Connect with attendees with the APBP Virtual Conference Solutions Center, an online space where attendees can proactively visit to learn details about how your company or organization can provide helpful solutions for pedestrian and bicycle professionals. The listing includes:

- Dedicated link from Solutions Center
- Logo
- Company Description
- Link to website
- Contact information

*\*\*Primary listing also includes pre-recorded video message (up to 3 minutes in length). Can be a demo, testimonial, or other message. It also includes an opportunity to provide giveaway prize for contest during the event.*



Organizations and companies may elect to support the 2021 APBP Virtual Conference in additional ways, through potential social activities or other creative resources. Please contact Melanie Bowzer, Executive Director at [mbowzer@amrms.com](mailto:mbowzer@amrms.com) to discuss your idea.

**APBP retains final review and approval of all content provided by sponsors (videos, eblasts, etc).**



**[Click here to sign up for your APBP Virtual Conference Sponsorship today!](#)**

**Registration Deadline is June 23.**

**Payment Deadline is July 7.**

Contact Melanie Bowzer at [mbowzer@amrms.com](mailto:mbowzer@amrms.com) with any questions or for more information.

Register your sponsorship here: [2021 Conference Sponsorship \(apbp.org\)](https://www.apbp.org/2021-Conference-Sponsorship)