

## Sponsorship Prospectus

### The Event

On September 25-26, 2025, the Association of Pedestrian and Bicycle Professionals will host the **2025 APBP Virtual Summit: A Path to Progress**. This event is a series of live, educational and professional development sessions that will dive into the many facets of the active transportation field today. Breakout sessions and keynote speakers will provide training, idea sharing, collaboration, and networking that attracts professionals working on active transportation projects throughout North America. The full schedule of sessions and speakers will be published in July.

### 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 Should Sponsor

- Bicycle parking companies
- Bikeshare companies
- Planning, engineering, and design firms
- Ebike and Escooter companies
- Pavement marking and signal design companies
- Companies offering streetscape design products
- Firms specializing 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



September 25-26, 2025

## Sponsorship Opportunities

Connect with attendees through sponsorship opportunities in the virtual platform where attendees can learn details about how your company or organization provides solutions for pedestrian and bicycle professionals.

### Platinum Sponsor — \$3,000

- Recognition as Platinum Sponsor on event registration page, during the opening remarks, and closing keynote
- Opportunity to provide a 1-minute welcome video
- Logo prominently displayed on all event materials and registration page
- Logo prominently displayed on promotional emails to over 8,000 contacts
- Dedicated sponsor feature post on APBP's social media
- Exclusive email promotion to event registrants before the event
- Access to attendee contact list (opt-in participants only)
- Complimentary registrations for 4 participants

### Gold Sponsor — \$2,000

- Recognition during opening remarks and closing keynote
- Logo included on event materials and registration page
- Featured in one sponsor highlight email to event registrants
- Shared social media thank-you post with all sponsors
- Complimentary registrations for 2 participants

### Silver Sponsor — \$1,000

- Recognition during the opening remarks
- Logo included on event materials and registration page
- Shared social media thank-you post with all sponsors
- Complimentary registration for 1 participant

### Add On Opportunity - \$500

Be the exclusive sponsor of one of the breakout sessions. Choose from the available sessions, on a first come, first served basis. Sponsor recognition includes thank you during the session introduction and your company logo on slides.



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## Confirm Your Sponsorship by August 31, 2025

Organizations and companies may elect to support the 2025 APBP Virtual Summit in additional ways, through potential networking activities or other creative resources. Please contact Lauren Santangelo, APBP Executive Director, at [lsantangelo@amrms.com](mailto:lsantangelo@amrms.com) to discuss a custom sponsorship package.

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

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

**Sponsorship Deadline is August 31.  
Payment Deadline is September 10.**

Contact Lauren Santangelo at [lsantangelo@amrms.com](mailto:lsantangelo@amrms.com)  
with questions or for more information.