



National Women Cycling Forum

March 20, 2012 | 2 - 4 p.m. | Washington, DC | National Bike Summit

Women Cycling Social

March 21, 2012 | 6 - 8 p.m. | Washington, DC

Now is a critical moment. While men still greatly outnumber women in bicycling in the U.S., that trend is shifting. A rising number of women of all ages, races and backgrounds are starting to ride or increasing their involvement in the bicycle movement. They're eager to learn from their peers, share their experiences and explore ideas to engage more women.

The first-ever **National Women's Cycling Forum** will provide an opportunity to do just that.

This national forum will provide insight from a diverse panel of women in bicycle advocacy, engineering, government and industry. It will foster collective discussion about best practices, creative ideas and potential next steps in addressing this gender gap at a national and local level. Hosted by the Alliance for Biking & Walking and the Association of Pedestrian and Bicycle Professionals, this event will invite input on the **Women Cycling Project** — a joint effort to create an online presence for women advocates and cyclists.

Held on Tuesday, March 20, this forum will provide unique energy and inspiration heading into the 2012 National Bike Summit. Open to all, the session will be video-streamed on the internet so it can be watched live by men and women across the nation. During the Summit, the Alliance and APBP will host a **Women Cycling Social** on Wednesday, March 21, as well.

We invite you to **support this effort to grow the movement and advance female leaders** by sponsoring this important discussion and evolving initiative.

Hosted by



apbp
Association of Pedestrian
and Bicycle Professionals

**Sponsorship
deadline:**

Fri, Feb 24

Sponsor Recognition	LEAD Sponsor \$1,000	MAJOR Sponsor \$500	CORE Sponsor \$250
Recognition as founding sponsor of Women Cycling Project	√		
Recognition in video vignettes of women's cycling stories captured during the Summit and posted on Women Cycling Project	√		
Banner hung at Forum and Social	√	√	
Logo and link in Alliance <i>Streetside</i> e-news sent to 3,000 subscribers and APBP newsletter sent to 1,100 subscribers	√	√	√(link only)
Logo and link in promotional e-mails sent to 6,000 participants in the 2010 Women Cycling Survey	√	√	√(link only)
Personalized verbal recognition from Alliance and APBP staff at the Forum and Social	√	√	√
Logo on Sponsor Recognition board at Forum and Social	√	√	√
Flier or product on Sponsor Table at Forum	√	√	√(flier only)

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