



No one likes sitting in traffic.

Way to Go helps commuters get moving.

Way to Go provides Denver area employers with **free, reliable and easy-to-use commuter resources** to ensure their employees avoid traffic congestion. Commute consultants offer transit trip planning, carpool matching, biking tips, telework strategies and more. As more businesses relocate to the Denver area, local employees have more choices — and they're choosing to work for the employers with the best benefits.

Way to Go's commute consultants help employers become more competitive. They also work with individual employees to improve their commutes — reducing stress and air pollution. Way to Go hosts high-profile events and campaigns year-round, including the nation's second-largest Bike to Work Day and monthly commuter challenges.

By sponsoring Way to Go, you:

- **Stand out** from other businesses by showing the Denver region your organization cares about the community.
- **Join** the growing number of businesses practicing corporate social responsibility and sustainability.
- **Expand** your network by connecting with like-minded companies along the Front Range.
- **Increase** visibility of your brand by reaching thousands of people through Way to Go's social media.
- **Boost employee health**, wealth and morale through fun and healthy competitions.

TYPICAL YEAR WAY TO GO AUDIENCE DATA AND DEMOGRAPHICS

COMMUNICATIONS:



Average yearly traffic to Way to Go websites:

181,450 users

per year.

818,555 page views

per year.



10,000,000 paid media impressions.



2021 social media

Facebook:

47,000 estimated reach, **1,655** followers.

Twitter:

6,922 followers.

Instagram:

735 followers.

IN A TYPICAL YEAR FOR WAY TO GO REGIONWIDE EVENTS:

BIKE TO WORK DAY:



Second-largest

in the nation.



31,000

riders.



777 businesses participating in the business challenge.



281 breakfast, water and evening stations.



39%

of participants are first-time riders.



28%

of riders have participated for five or more years.



Typical participant is **25–44 years old.**

GO-TOBER REGIONWIDE COMMUTE CHALLENGE:



64,366 sustainable commutes logged.



2,538 participants.



\$205,299 saved in commuting costs.



Over 100 companies have participated.

OPPORTUNITIES

Way to Go has simple, straightforward and customizable ways for you to become a partner:

MONTHLY CHALLENGE:

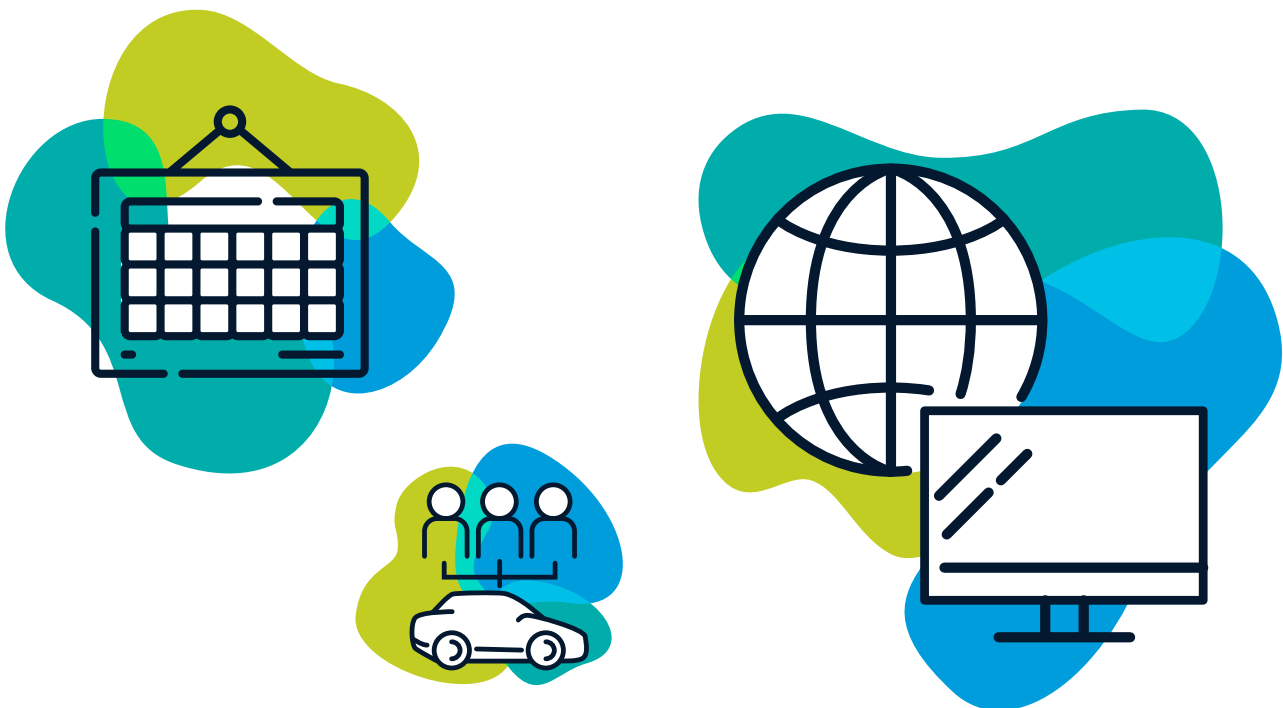
Supports prize giveaways for a monthlong commuter challenge at MyWaytoGo.org.

- Minimum of **\$500** cash, in-kind donations — or a combination of both.
- Logo and one-time shoutout in monthly challenge eblast.
- One custom social media highlight on Facebook, Instagram and LinkedIn.
- Other requests? Contact the Way to Go team!

ANNUAL PROGRAM:

Supports the entire Way to Go program and its mission.

- Minimum of **\$2,500** cash or in-kind donations — or a combination of both.
- Logo on Bike to Work Day website.
- Logo on employer surveys.
- One custom social media highlight on Facebook, Instagram and LinkedIn.
- Other requests? Contact the Way to Go team!



OPPORTUNITIES (CONT.)

Way to Go has simple, straightforward and customizable ways for you to become a partner:

EVENTS:

*Supports region wide events including Bike to Work Day and Go-Tober.**

- Minimum of **\$5,000** cash or in-kind donations — or a combination of both.
- Logo on Bike to Work Day T-shirt.
- Logo on Bike to Work Day website.
- Logo on pre-event advertisements or signage.
- One custom social media highlight on Facebook, Instagram and LinkedIn.
- Other requests? Contact the Way to Go team!

EVERYTHING:

Supports the Way to Go program, including regional events, monthly challenges and everything in between.

- Minimum of **\$10,000** cash or in-kind donations — or a combination of both.
- Logo on Bike to Work Day T-shirt.
- Logo on Bike to Work Day website.
- Logo on pre-event advertisements or signage.
- Logo on the “Thank You Sponsors” banner.
- Logo on the bottom of each monthly challenge email for one year (a total of 12 emails).
- Four social media highlights on Facebook, Instagram and LinkedIn.
- Other requests? Contact the Way to Go team!



Ready to set your organization apart while promoting healthy commutes and clean air in the Denver region? Fill out the form below and send to waytogo@drcog.org or call 303-480-6757 to get started! Way to Go's commute consultants would love to answer any questions you may have and discuss your options.

Contact name: _____

Organization: _____

Email: _____

Phone: _____

Address: _____

Website: _____

Type (check one): Monthly challenge Program Events

Type (check one): Cash In-Kind Both

Amount: _____

Description of in-kind contribution: _____

Billing address (if different than above): _____

Additional comments: _____

I agree to contribute \$ _____ (in cash) or \$ _____ (in-kind) to the Denver Regional Council of Governments and, in return, will be recognized as a sponsor for 2021 Way to Go programs, with benefits listed in the "Opportunities" section. Commitments will be invoiced by DRCOG.

Signature: _____

Date: _____

