

OPEN STREETS 704

a day of car(e) free streets



SPONSORSHIP OPPORTUNITIES



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"Unique", "Awesome", "Fun", "Community"... they're just some of the words used to describe Charlotte-Mecklenburg's first-ever Open Streets 704 event!

The Sunday, May 1st event drew an estimated 10,000 people to the 3-mile route that connected neighborhoods from NoDa, Villa Heights, Belmont, Optimist Park, First Ward, and Elizabeth, nearly half of whom walked or rode their bikes to the event.

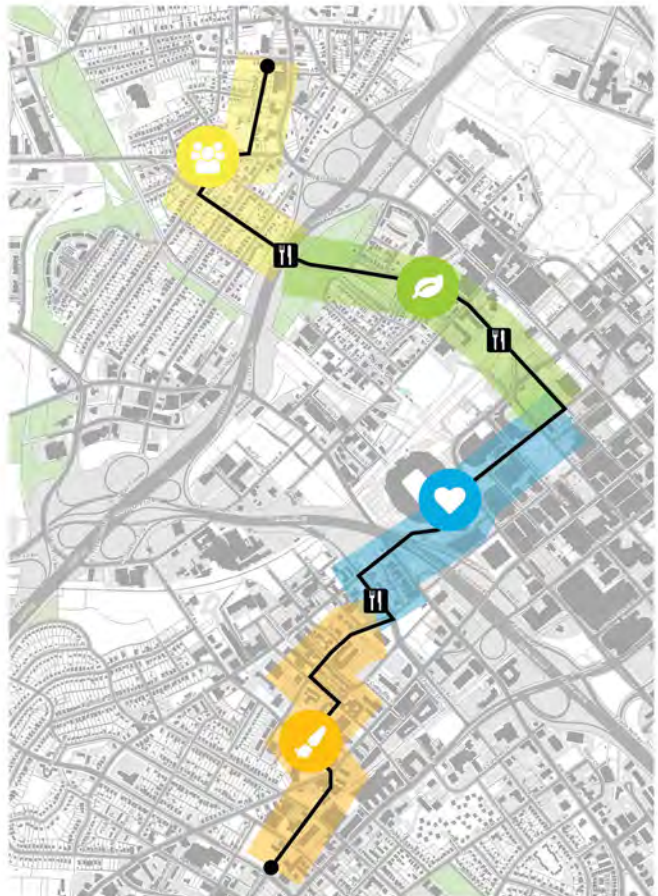
"It was just wonderful," said Jim Garges, director of Mecklenburg County Park and Recreation. "One of the things I enjoyed the most, was talking to folks who were out there on their porches, and seeing them engage with people along the route."

Data from intercept surveys taken along the Open Streets 704 route shows more than half (61%) would be more likely to walk or ride a bike for transportation, most (72%) would be more likely to visit a park or greenway, and nearly all (98%) said the event improved their feelings about Charlotte.

"It brought me great joy to see all the smiling faces having fun in the people-filled rather than car-filled streets...I can't wait to do it again!" said Partners for Parks' Christy Churchill.

The next Open Streets 704 event will be October 23rd and will connect Historic West End through Uptown to Historic South End. Open Streets 704 is made possible by a generous grant from the Knight Foundation, in partnership with Partners for Parks, Mecklenburg County Government, the City of Charlotte, Mecklenburg County Park & Recreation, the Health Department, and many other community partners.

For more information, check out <http://openstreets704.com>, or stay connected with the program on Facebook, Instagram and Twitter!



Event One Wrap Up

10,000 people

366 miles per hour



60% more likely to walk or ride a bike



72% more likely to visit a park or greenway



98% have improved feelings about Charlotte

100% agree it strengthens our community

Word got around

- 48% social media
- 43% word of mouth
- 12% website
- 17% other



80% planned to spend money



69% discovered a new business

awesome
unique
amazing
fun
inspiring
community
healthy
more!

OPENSTREETS704.COM

Benefits	Diamond Partner Sponsorship \$10,000+	Activity Zone Platinum Partner Sponsorship \$5,000-\$7,000	Passport to Health Partner Sponsorship \$5,000	Fun Run Gold Partner Sponsorship \$2,500-\$4,000	Champion Silver Partner Sponsorship \$2,000+	Advocate Bronze Partner Sponsorship \$1,000+	Supporting Partner Sponsorship \$250+	In-Kind Partner Honorary Recognition
Acknowledgement as an integral part of the Open Streets Program	X							
Prominent booth space at each end of the route and a space in each zone	X							
Recognition at press events	X							
Speaking invitation at the Kickoff Run/Walk/Roll	X			X				
Logo placement on t-shirts, merchandise	X	X	X	X	X			
Social media recognition	X	X	X	X	X	X		X
Logo on website	X	X	X	X	X	X	X	
Speaking invitation at any pre-and post event gatherings	X							
Prominent booth space at official tent	X	X	X	X	X			
Mural designed by chalk artist in Zone		X						

The acceptance of in-kind gifts will be determined on an individual case by case basis. Once accepted the value of in-kind support will be determined in accordance with IRS (Internal Revenue Service) guidelines.

It is acknowledged that each sponsorship may be individually negotiated with flexibility built into each level so that prospective sponsors can have the ability to negotiate options that will best fit their objectives.