

**OPEN  
STREETS** | **ICT**



# Sponsorship Package

Open Streets ICT Promotes healthy active living through a free event opening Wichita's largest space—its streets—to walk, bike, roll and discover active transportation.



**Suzanne Perez Tobias** Such a fantastic event!! One of the best times I've ever had in Wichita. 😊  
Like · Reply · 1 · 1 hr

*Open Streets ICT is returning Sunday, September 23, 2018. 12pm-5pm.*

Open Streets ICT brings Wichitans of all ages and fitness levels together for an active, fun, community - building afternoon on Wichita's iconic Douglas Avenue. Closes four miles of Douglas Avenue to traffic, from College Hill to the historic Delano District, and opens the street to young and old alike to enjoy biking, walking, running, dancing, yoga, entertainment, food, art, music, and more. Open Streets ICT is designed to elevate the quality of life and health and well-being of the Greater Wichita community—and you're invited to be an important part of this difference-making initiative. This initiative needs individuals and businesses to commit to its success and sustainability.

**That's where you come in! We need your support to make this unique, community-building opportunity a success.**

Your support of Open Streets ICT communicates something meaningful and memorable to the people of our community about you, your business, and your brand. When you support Open Streets ICT, you demonstrate your commitment to public health, your dedication to the people of Wichita, and your investment in Wichita's economic vitality.

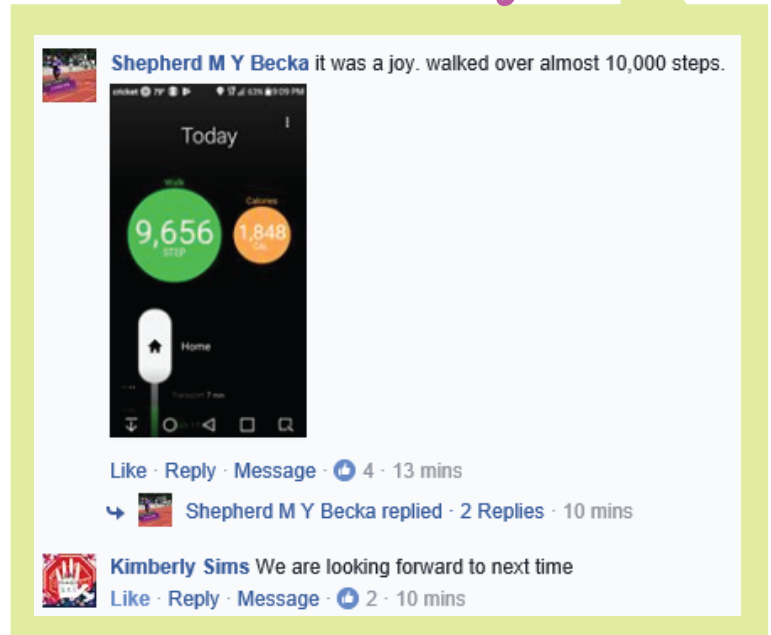
## WHY IS OPEN STREETS ICT IMPORTANT FOR OUR COMMUNITY?



With a mission dedicated to increasing physical activity and decreasing sedentary behaviors (with the ultimate goal of positively affecting the health of Wichita's population), the mission of Open Streets ICT aligns well with companies who seek to improve the quality of life for our citizens. Why Wichita? The state of Kansas has the 7th highest obesity rate in adults, according to [stateofobesity.org](http://stateofobesity.org), with over 34% of our adults diagnosed as clinically obese. And that number is only growing: "In 2015, adult obesity rates increased in [only] two states, Kansas and Kentucky." Inactivity is high in Kansas, and Open Streets ICT wants to change that. According to 880 Cities, "Physical activity indicators from Open Streets programs around the world demonstrate that they work to get people moving." Wichita needs a push in the right direction, and this program aims to do that.

Open Streets ICT Impact on health:  
Open Streets programs are designed to close streets to cars and traditional traffic and open them up to the people. With a closed, thoughtful route, kids and adults alike can enjoy different physical activities like biking, walking, hula hooping, dancing, yoga, running, jump roping, etc. This program encourages people to change their physical habits and introduces people to new ways to be active in their community and with their community.

### *what Wichitans say:*



# EVENT SPONSORSHIP

We need your support in making Open Streets ICT a successful and enjoyable experience for attendees and to keep this an event “for the community, by the community”. We are not sponsored by the city or large corporations; please consider making a financial contribution toward an item or items on this list or even to the event itself!

## TIER 1 SPONSORS \$2000

Only one company can have this sponsorship level.  
Deadline to apply 3/30/18

- Sponsor the Q Line shuttle
- Printing of Volunteer T-shirts
- Printing of Event T-shirts
- Printing Materials
- Porta Potty

## TIER 3 SPONSORS \$500

Multiple companies can have this sponsorship level.  
Deadline to apply 4/30/18

- Water Bottle Station
- Inflatables
- Bike Valet
- Volunteer Snacks
- Recycle bins

## TIER 2 SPONSORS \$1000

Multiple companies can have this sponsorship level.  
Deadline to apply 4/30/18

- Sponsor the Q Line shuttle
- Printing of Volunteer tshirts
- Entertainment - pay for a performance or a band
- Event T-shirts
- Printing Sponsor

## TIER 4 SPONSORS \$100

Multiple companies can have this sponsorship level.  
Deadline to apply 4/30/18

- Fitness Class
- Dog Water Bowls

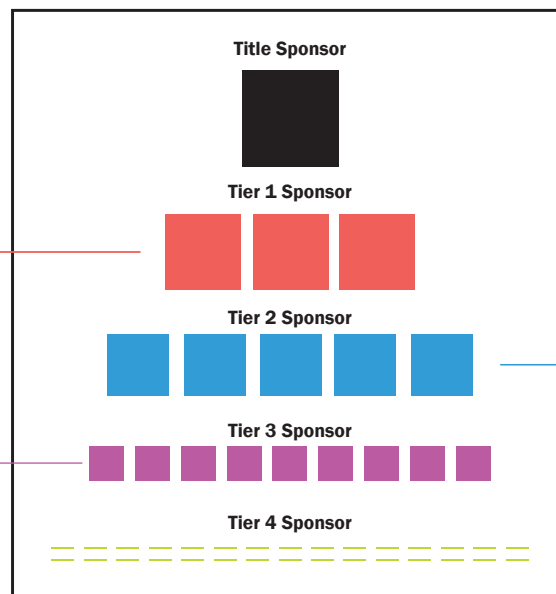
As our appreciation for your support, you or your organization will be recognized in the following ways:

### TIER 1 SPONSORS

- Company name displayed on sponsor page with link on home page
- Dedicated social media postings
- Dedicated ‘thank you’ mention on the main stage
- Dedicated ‘thank you’ post after the event
- Recognition in invitation electronically distributed

### TIER 3 SPONSORS

- Company name displayed on sponsor page with link on home page
- Shared social media postings before the event



Logo Display Hierarchy

### TIER 2 SPONSORS

- Company name displayed on sponsor page with link on home page
- Shared social media postings before the event
- Shared ‘thank you’ post after the event

### TIER 4 SPONSORS

- Company name displayed on sponsor page with link on home page
- Shared social media postings before the event

## EVENT SPONSORSHIP FORM



Mike Carroll It was a good day. Great event. A lot more people were there than i expected. All you sponsors should be CONGRATULATED!!!

Like · Reply · 3 · 2 hrs

**Amount:**

**Sponsoring of:**

**Organization:**

**Contact Name:**

**Billing aAddress:**

**Phone Number:**

**Email Address:**

**Signature:**

Your signature indicates your commitment to sponsoring Open Streets ICT 2018.

**Comments:**

## WE'D LOVE TO HEAR FROM YOU!

Contact Matt Martinez at Parks and Recreation Dept. for more information:

**By Phone:**

**By Mail:**

**By e-Mail:**

**Online:**

## WHO IS BEHIND OPEN STREETS ICT?

The City of Wichita Park and Recreation, the Wichita Park Foundation Board, and a planning committee made up of community leaders from organizations like Health ICT, the Health and Wellness Coalition of Wichita, Bike Walk Wichita, Wichita Festivals, and the KU School of Medicine is planning Wichita's second open streets event, scheduled for September 23, 2018.



Stay connected: [openstreetsict.com](http://openstreetsict.com) | [FB:openstreetsict](https://www.facebook.com/openstreetsict)

# WAS 2017'S EVENT A SUCCESS?

Open Streets ICT was a success, not only measured by attendance, but by the media coverage. We are most proud of the great feedback and outpouring of requests to repeat the event on social media by those who attended.



**Matt Foley**

This was one of the best things to ever happen in Wichita - no buttons needed. If you didn't make, wow, did you miss out. It was truly smashing. This is the stuff real ICT is made of - its people in "full-enjoyment" mode. Excellent job, City Hall. Kudos to all the volunteers who worked hard to make it happen.

Like · Reply · 15 hrs

## STATS:

# 18,000 Attended Open Streets ICT



**Jim Thompson**

We went to see what it was all about. It was great! Lots of people of all ages and walks of life, many street vendors, and even discovered some businesses we didn't know were there! Young families can spend quality time with little ones, and old geezers like us can just enjoy all the folks and new discoveries. I can see this growing bigger every year. I may have to get more involved next year 😊

Like · Reply · 1 · 17 hrs



## STATS:

# 485,000 Impressions on our social media, website, television, radio and print in Aug-Sept 17

**"It was that kind of liberating day. Restaurants were full, food trucks sold out, families got off their bikes to watch murals being painted. You could keep to yourself, meet friends or make new ones."** — Kirk Seminoff, Community Engagement Editor at the Wichita Eagle



<http://www.kansas.com/news/local/article175157936.html>



<http://ksn.com/2017/09/24/open-streets-ict-closes-douglas-for-fun-event/>