



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, 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:

Shepherd M Y Becka it was a joy. walked over almost 10,000 steps.

Today

Walk	9,656
Calorie	1,848

Home

Like · Reply · Message · 4 · 13 mins

Shepherd M Y Becka replied · 2 Replies · 10 mins

Kimberly Sims We are looking forward to next time

Like · Reply · Message · 2 · 10 mins

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/>

EVENT SPONSORSHIP LEVELS

TIER 1 SPONSORS \$25,000

Only one company can have this sponsorship level.

Event Presence

- Naming rights to all five activity hubs
- Overall naming rights for kick off bike ride
- Hospitality display opportunity-tent at one of the major activity hubs
- Opportunity for a company representative to deliver brief remarks at kickoff event

Media Coverage

- Inclusion in all media releases
- Inclusion in SPLURGE! printed articles
- Verbal inclusion in interviews

Social Reach

- Inclusion/link to name/company within description copy on Facebook's event
- Dedicated social media postings
- Dedicated 'thank you' post after the event
- Recognition in invitation electronically distributed
- Company name and logo featured on all program and marketing signage
- Company logo displayed on sponsor page with link on home page

Inclusion

- Product/service exclusivity
- Spot on our planning committee for one of your representative



TIER 2 SPONSORS \$15,000

Event Presence

- Naming rights to one of the five activity hubs
- Verbal mention at the kick off.
- Hospitality display opportunity-tent at one of the major activity hubs

Media Coverage

- Inclusion in all media releases
- Inclusion in SPLURGE! printed articles
- Verbal inclusion in interviews

Social Reach

- Inclusion/link to name/company within description copy on Facebook's event
- Dedicated social media postings
- Dedicated 'thank you' post after the event
- Recognition in invitation electronically distributed
- Company name and logo featured on all program and marketing signage
- Company logo displayed on sponsor page with link on openstreetsict.com home page

Inclusion

- Product/service exclusivity
- Spot on our planning committee for one of your representative

TIER 3 SPONSORS \$5,000

Media Coverage

- Inclusion in all media releases
- Inclusion in SPLURGE! printed articles
- Verbal inclusion in interviews

Social Reach

- Inclusion/link to name/company within description copy on Facebook's event
- Inclusion in social media postings
- Inclusion in 'thank you' post after the event
- Recognition in invitation electronically distributed
- Company name and logo featured on all program and marketing signage
- Company logo displayed on sponsor page with link on openstreetsict.com home page



Open Streets programs offer communities the opportunity to experience their city streets in whole new ways, encouraging greater civic participation and building support for the provision of broader transportation choices.

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:

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: **316-268-4259**

By Mail: **City Hall 455 N Main, Wichita, KS 67202**

By e-Mail: **info@openstreetsict.com**

Online: **openstreetsict.com/partners**

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.



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