

**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 22, 2019. 12pm-5pm.

Open Streets ICT brings Wichitans of all ages and fitness levels together for an active, fun, community - building afternoon along Wichita's iconic Douglas Avenue. This event will close 4 miles of the Douglas Avenue to traffic from College Hill to the historic Delano District, and open 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.

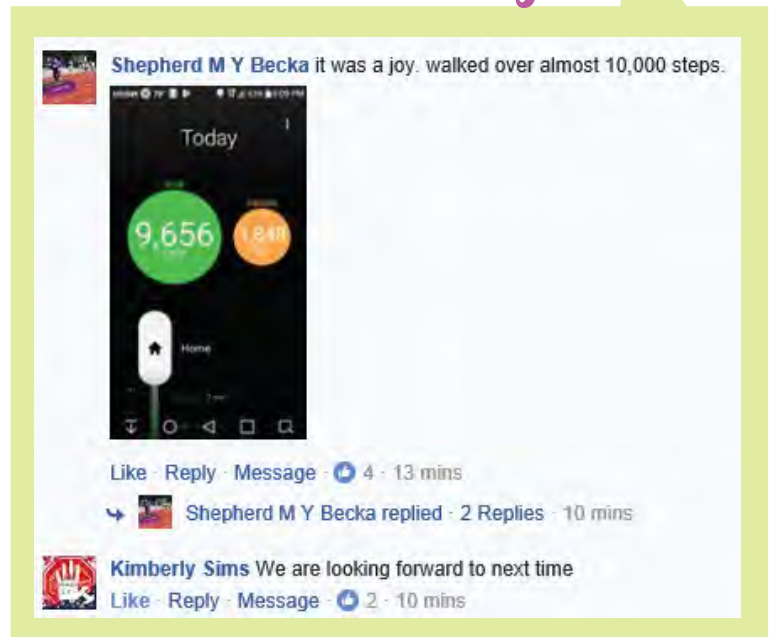
WHY IS OPEN STREETS ICT IMPORTANT FOR OUR COMMUNITY?



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:



OPEN STREETS ICT 2017

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

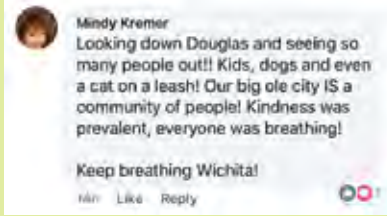
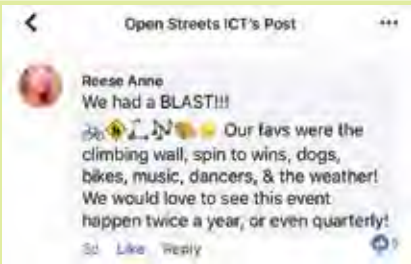


<http://www.kansas.com/news/local/article175157936.html>



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

OPEN STREETS ICT 2018



Check out City of Wichita Park & Recreation Director Troy Houman on KAKE-TV yesterday talking about all the fun you can expect at this year's Open Streets ICT event!

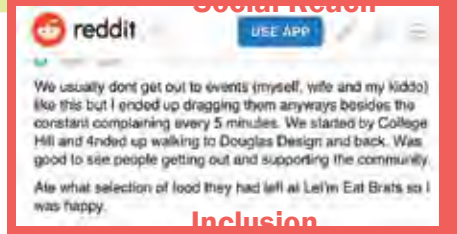
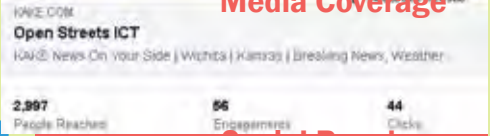
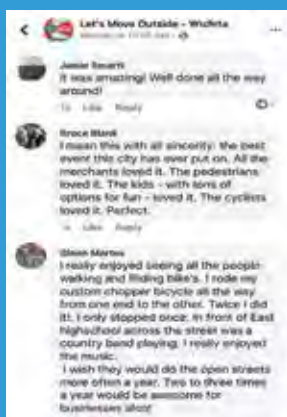


Event Presence

Media Coverage

Social Reach

Inclusion

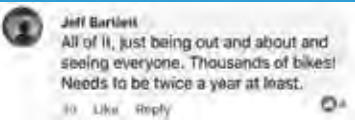


along the route!

Kid's Activities

College Hill Park Rock Climbing Bounce House Dune Tire Balloon Animals Face Painting Check Corn Hole Jump Rope Hula Hoops 9 Squares in the Air East High Spike Ball Four Square Soccer Walls Kennedy Plaza Dunk Tank Mini Golf Ping Pong Plinko Board Fritzen Tins Crafts Fun & Games	Delone Dockliner Chokeo Train Disk Golf Fun & Games Bike Obstacle Course Hoop & Toss T-shirt West End Raffles & Prizes Pickleball Hula Hoop Dancing Face Painting Crafts & Games Balloon Animals Slime& chalk Gaga Ball Bounce House Photo Booth Basketball Water Pistol Corn Hole 9 Squares in the Air
--	---

5,843 People Reached | 102 Engagements | 229 Clicks



Bike Share ICT is bringing an extra 100 bikes downtown for people to use during Sunday's Open Streets ICT event.



Bike Share ICT Gearing Up For Big Day At Open Streets ICT Event

264 People Reached | 28 Engagements | 25 Clicks

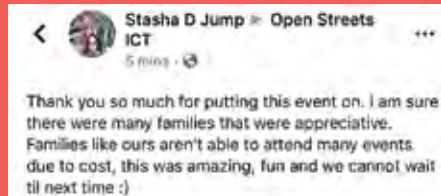


Jennifer Atchison We had a fabulous time again this year! It's so encouraging to see everyone with smiles on their faces riding bikes & playing games. Feels like simpler times...no rush, just leisure! Thank you to all of the volunteers & city employees!



Like Reply Message 6d

STATS:
35,000 Attended



Dining With Denise I missed this last year and was filled with regret once I realized how fun it was. There will be plenty to eat and plenty to do at Open Streets ICT. See you there?



Open Streets ICT block party, a surprise hit last year, returns even bigger this weekend

EVENT SPONSORSHIP LEVELS

TIER 1 SPONSORS \$25,000

Only one company can have this sponsorship level

Event Presence

- Logo included on all sponsor banners at activity hubs
- Overall naming rights for kick off bike parade
- Hospitality display opportunity-tent at one of the major activity hubs
- Opportunity for a company representative to deliver brief remarks at Kick-Off

Media Coverage

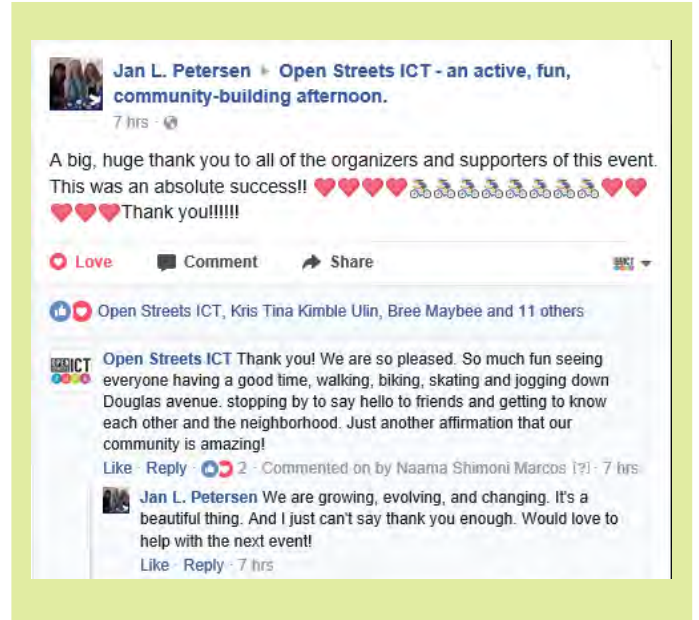
- Inclusion in all media releases
- Mention in interviews: papers, television, radio and digital publications

Social Reach

- Inclusion 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

- Spot on our planning committee for one of your representative



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.

TIER 2 SPONSORS \$15,000

Event Presence

- Logo included on all sponsor banners at 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
- Mention in interviews: papers, television, radio and digital publications

Social Reach

- Inclusion 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

- Spot on our planning committee for one of your representative

TIER3 SPONSORS

Event Presence

- Hospitality display opportunity-tent at one of the major activity hubs

Media Coverage

- Inclusion in all media releases
- Verbal mention in interviews

Social Reach

- Inclusion 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 home page

EVENT SPONSORSHIP FORM

We thank you for your commitment to public health, your dedication to the people of Wichita, and your investment in Wichita's economic vitality. Open Streets ICT would not be possible without you!

Please submit your application no later than April 1, 2019 at 5pm.

Donation Amount: Are You a Non-Profit?: Yes No

Organization Name:

Address:

City: State: Zip:

Website:

Contact Name: Title/Role:

Contact Email: Contact Phone:

Comments/Special Instructions:

Signature: Date:

Your signature indicates your commitment to sponsoring Open Streets ICT 2019

WHO IS BEHIND OPEN STREETS ICT

Open Streets ICT is a free community-based initiative to promote healthy active living through a free event opening the city's largest streets for individuals of all physical levels to walk, bike, roll and discover active transportation. Open Streets ICT is a collection of community leaders from organizations like the City of Wichita Park & Recreation, the Wichita Parks Foundation Board, Health ICT, the Health and Wellness Coalition of Wichita, and Bike Walk Wichita.



WE'D LOVE TO HEAR FROM YOU!

Contact Matt Martinez at the Wichita Park & Recreation Department for more information:

Phone: (316) 268-4259

Mail: Wichita City Hall 455 N. Main St., 11th floor. Wichita, KS 67202

Email: info@openstreetsict.com

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