NEW JERSEY BIKE & WALK COALITION

THE 15TH ANNUAL

NEW JERSEY BIKE & WALK SUMMIT

CROWNE PLAZA PRINCETON-CONFERENCE CENTER

MARCH 7, 2026

Sponsorship Opportunities

Supporting Safe, Equitable, Accessible and Sustainable Transportation Options for All

https://njbwc.org/summit

About Us

Mission

The New Jersey Bike & Walk Coalition (NJBWC) is dedicated to improving the quality of life for individuals and whole communities in New Jersey through the multifaceted – climate, economic development, public health, safety, – benefits of biking, walking, rolling and other modes of active transportation.

The Coalition works with elected leaders, grassroots advocates, and policymakers to promote policy, programming, education and infrastructure that expands transportation choices and enables safe equitable mobility for all.

Alongside families impacted by traffic violence and advocacy partners from across the state, NJBWC marked a milestone victory as Governor Murphy signed the New Jersey Target Zero Commission Act.

2025 Key Achievements

- Serving as an active partner to the **Target Zero Commission** in developing New Jersey's first-ever Target Zero Action Plan, a landmark statewide effort to eliminate traffic fatalities and serious injuries with a focus on protecting vulnerable road users.

- Launched the **North Jersey Trail Network Initiative**, a regional effort to build a cohesive system of shared-use paths across six counties and major urban centers, and continue to support the historic Essex–Hudson Greenway, New Jersey's next State Park, including active participation in the Newark groundbreaking.

- Supported statewide implementation of the **Safe Passing Law** by guiding 4-foot passing sign installation and expanding the public awareness campaign with new resources, trainings, and outreach.

- Launched and expanded the **Streets Are For Everyone (SAFE) Network**, including multiple statewide webinars on topics such as e-mobility, complete and green streets, and Vision Zero. Developed the **SAFE Network Resource Center** and continue to support local advocates advancing safer, greener, people-first streets in their communities.

- Received a highly competitive **AARP Community Challenge grant**, one of only 383 awarded nationwide, to engage Newark's 50+ residents through storytelling, elevating older adults' mobility experiences and guiding equitable active transportation planning.

- Opened the **Summit Bike Depot** at the Summit NJ TRANSIT station adding secure, weather-protected storage for 32 bicycles, e-bike charging, and 24/7 surveillance expanding NJBWC's Bike Depot program which now serves riders in Montclair, Bloomfield, Elizabeth and Summit.

NJBWC Sponsorship Benefits

Sponsors will gain premier exposure to industry leaders through in-person and digital branding placements. Our annual Summit provides valuable networking opportunities, including face-to-face connections with elected officials, state, county and municipal leaders, transportation and urban planners, businesses, and community members and organizations who are passionate about advocacy for those walking and cycling.

Sponsorship aligns your brand values and goals as a key partner with NJBWC in collective action and advocacy towards safe, accessible and equitable travel for all New Jersey residents. Enhanced brand visibility will continue throughout the event and throughout the year in our digital communications, maximizing exposure to both in-person and online audiences.

Annual Bike & Walk Summit Overview

Entering its 15th year, the New Jersey Bike & Walk Summit reflects how our movement has grown across the state. From supporting key legislation to developing resources, advancing trail and street safety, and partnering with municipalities and state agencies, the Summit brings these efforts together each year.

Participants hear from leading voices, engage in hands-on discussions, and collaborate on the future of walking, biking, rolling, and trail development in New Jersey.

Typical participation: 200+ people per year. Last year we welcomed nearly 300 attendees, our highest turnout yet.

About the 2026 Summit

Purpose

The purpose of the Summit is to provide an annual opportunity for people to come together and discuss important issues affecting those walking and cycling. The Summit aims to:

- **PROMOTE** awareness
- **SHARE** knowledge
- **FOSTER** collaboration
- **ADVOCATE** for change
- **INSPIRE** action!

Time & Location

Date: Saturday, March 7, 2026

Time: 8:00 am – 4:30 pm

Location: Crowne Plaza Princeton - Conference Center

https://njbwc.org/summit-2026

2026 Sponsorship Levels at a Glance

Level	Investment	Summit Branding	Email Marketing Recognition	Logo Placement on NJBWC Homepage	Year-Round Logo & Name Visibility on Sponsor Webpage	Recognition During Opening/Closing Remarks	Exhibit Table	Complimentary Tickets	Sponsor Appreciation Gift	Swag Bag Inclusion
Platinum	$10,000	• Exclusive sponsor slide displayed on a loop • Premier logo placement on Summit sponsor signage and in program • Logo featured on attendee badges	• Dedicated “Welcome Platinum Sponsor” email blast to 18,000+ subscribers • Featured spotlight in NJBWC newsletter (sent to 18,000+ subscribers) • Premier visibility in all Summit email communications • Highlighted in post-Summit recap email (sent 18,000+ subscribers)	60 days	Top tier	Yes	First choice placement	6	Yes	Yes
Gold	$4,000	• Logo featured on sponsors slide displayed on a loop • Mid-tier logo placement on Summit sponsor signage and in program	• Included in Sponsorship announcement email blast (sent to 18,000+ subscribers)	30 days	Mid-tier	Yes	Enhanced placement	4	Yes	Yes
Silver	$2,500	• Logo featured on sponsors slide displayed on a loop • Logo placement on Summit sponsor signage and in program	–		Standard tier	–	Standard placement	3	–	limited to 1 printed insert
Bronze	$1,000	• Name in the Summit program	–		Small tier	–	–	2	–	–
Friends	$350	• Name in the Summit program	–		Name only	–	–	1	–	–

Sponsorship Level & Benefits – Platinum

Top-tier visibility and exclusive recognition

$10,000

This exclusive PLATINUM Level, limited to one sponsor, includes:

- Sponsorship announcement included in an email blast to NJBWC's 18,000+ subscribers (reaching across NJ and beyond)
- Dedicated sponsor spotlight in NJBWC's newsletter
- 60-day homepage logo placement on the NJBWC website
- Year-round top-tier logo placement across the NJBWC website and recurring communications
- Special recognition in a post-Summit recap email
- Individual social media spotlight post during the year
- Recognition during opening and closing remarks
- Premium logo placement on the "Thank You Sponsors" board and presentation slide, in the Summit program, and on attendee badges.
- First choice of premium exhibit table placement
- (6) Complimentary Summit Tickets
- Inclusion of sponsor's materials in Summit attendee's swag bags
- Sponsor Appreciation Gift

Sponsorship Level & Benefits – Gold

High-impact visibility and strong digital reach

$4,000

GOLD Level Sponsorship includes:

- Sponsor recognition in NJBWC's collective Gold-sponsor email blast to 18,000+ subscribers
- 30-day homepage logo placement on the NJBWC website
- Year-round mid-tier logo placement across the NJBWC website and recurring communications
- Logo placement on the "Thank You Sponsors" board and presentation slide and in the Summit program.
- Recognition during opening and closing remarks
- Enhanced exhibit table placement
- (4) Complimentary Summit Tickets
- Inclusion of sponsor's materials in Summit attendee's swag bags
- Sponsor Appreciation Gift

Sponsorship Level & Benefits – Silver

Consistent Summit presence & shared visibility

$2,500

SILVER Level Sponsorship includes:

- Logo placement on the “Thank You Sponsors” board and presentation slide and in the Summit program
- Year-round standard logo placement across the NJBWC website and recurring communications
- Standard exhibit table placement
- (3) Complimentary Summit Tickets
- One printed insert included in Summit attendee’s swag bags

Sponsorship Level & Benefits – Bronze

Entry-level sponsor recognition

$1,000

BRONZE Level Sponsorship includes:

- Year-round small-tier logo placement across the NJBWC website and recurring communications
- Name listed in Summit program
- (2) Complimentary Summit Tickets

Sponsorship Level & Benefits – Friends

Community-level support

$350

FRIENDS Level Sponsorship includes:

- Name listed in Summit program
- Name on NJBWC website sponsor page
- (1) Complimentary Summit Ticket

Available to nonprofit organizations, advocacy groups, and bike clubs only

Additional Sponsorship Opportunities

These options can be selected on their own or added to any primary sponsorship level. Standalone selections include only the benefits listed for that opportunity and do not include tier-level benefits such as tickets, exhibit tables, or broader event recognition.

Primary sponsorship tiers come with wider visibility and meaningful benefits during the Summit and in the communications that follow.

If you're interested in discussing any of these options, please reach out to Debra Kagan at kagan@njbwc.org.

Summit Food & Refreshments Sponsor

$8,500

Available as an add-on to any sponsorship level or as a stand-alone opportunity.

This additional sponsorship opportunity includes:

- Premier branding across all Summit meals and refreshments (breakfast, lunch, and snacks)
- Prominent signage recognizing the organization during each meal period
- Logo on the event program and Summit website
- Recognition in the post-Summit recap email

Bike Room Sponsor

$3,000

Available as an add-on to any sponsorship level or as a stand-alone opportunity.

This additional sponsorship opportunity includes:

- Support secure indoor bike parking for attendees arriving by bike
- Logo on Bike Room signage and acknowledgment in event materials
- Option to provide bike-friendly perks or materials in Summit attendee's swag bags
- Opportunity to showcase the sponsor's own bike-related products

Post-Summit Networking Reception Sponsor

$6,500

Available as an add-on to any sponsorship level or as a stand-alone opportunity.

This additional sponsorship opportunity includes:

- Sponsorship of the closing networking reception
- Prominent signage at the reception and verbal recognition
- Logo on Summit website, program, and reception materials
- Opportunity for a brief welcome or toast during the reception

2025 Summit Sponsors

Gold Sponsors

VACCARO LAW
VACCARO-LAW.COM

HWMF

COMMUNITY & REGIONAL AFFAIRS
PRINCETON UNIVERSITY

UCS URBAN CYCLING SOLUTIONS

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

MERCER COUNTY NEW JERSEY

Visit MERCER COUNTY
Dan Benson *County Executive*

Silver Sponsors

GPI

Michael Baker INTERNATIONAL
We Make a Difference

Propark MOBILITY

Bike & Walk Montclair
Bikes and feet on every street

lyft

2025 Summit Sponsors

Bronze Sponsors

THE BGILL GROUP

Morris Area New Jersey, USA Freewheelers Foundation

NV5

AAA

Partners for Health FOUNDATION

NJM Insurance Group
AUTO. PROPERTY. BUSINESS.
EST. 1913

HYDROBIKE • PEDALBOARD • GUIDED TOURS • FITNESS • 973-663-1944
THE LAKE HOPATCONG ADVENTURE CO.

MPA
MERCER PLANNING ASSOCIATES

OPEN SPACE INSTITUTE

HUDSON COUNTY NEW JERSEY

Become a 2026 NJBWC Summit Sponsor

Ready to secure your sponsorship?

Submit your Sponsorship Form **by February 7, 2026**

Payment due February 20, 2026

Scan or click to complete your sponsorship form:

Sponsorship Form

SCAN ME

For more information:
Debra Kagan, Executive Director
kagan@njbwc.org • 201-452-4087

With your help we can improve our quality of life here in the Garden State!

Thank You

We deeply appreciate your consideration of sponsorship. Your support enables us to continue our mission of promoting safe, equitable, accessible, and sustainable transportation options for all New Jersey residents.

By partnering with us, you are investing in a future where walking, cycling, and rolling are safe, viable, and enjoyable modes of travel. Together, we can create a better, more connected community.

Thank you for your commitment to making a difference. We look forward to the possibility of working together to achieve our shared goals.

NEW JERSEY BIKE & WALK COALITION