



Sponsorship Packet

Let's Move Redmond 2022
Saturday September 10th

**Move
Redmond**



Let's Move Redmond

The first-ever Let's Move Redmond was a success, and we are planning for 2022! This open street festival provided space for people to move, play, and learn about all the fun ways to get around Redmond. Let's Move Redmond opened three blocks of Downtown Redmond for people to move, play, and connect within their community. In 2022 we are going to deliver an amazing community event that builds on our success in 2021.

In 2022 we are going to build on our route from last year, opening streets near Downtown Park. We will bring out more community organizations, local businesses, and provide more ways for people to move, connect, and play. Let's Move Redmond brings people from all over the region to come and enjoy Downtown Redmond and support local businesses.

Your sponsorship makes this event possible and supports our work to make the streets safer for everyone.

We thank you so much for believing in this event and look forward to expanding it in 2022.

Sincerely,



Kirk Hovenkotter, Executive Director

"Our shop was so busy, and we know it was because of Let's Move Redmond." Shannon, from Edge & Spoke

IMPRESSIONS & MARKETING

BY THE NUMBERS:

- Over 700 attendees
- 20 Community partners
- 15 volunteers
- 11 free classes/ activities
- 2 blocks of pop-up protected bike lanes



Families from all over the Puget Sound Region had the chance to play and enjoy a street safe to scoot, bike, and play in.

Sponsorship fuels Let's Move Redmond and provides great exposure for your company or agency. It is an amazing way to connect with families and community members in the Puget Sound.

Move Redmond Promotions

- Website: 2,938 unique views
- Mailchimp: 1,570 views; 889 Clicks
- Twitter: Over 50 tweets, including customized posts about each sponsor and over 30+ retweets and hundreds of likes for Let's Move Redmond content
- Instagram: 149 impressions, 48 interactions
- Phone2action RSVP link: 110 Clicks
- Posters Distributed: ~ 100
- Let's Move Redmond Video: Over 125 views

Over 35k Impressions

Advertising Reach

- Peach Jar: 19,604 views, 252 clicks
- Urbanist: Included in Newsletter to 1,100 subscribers and ad reached over 20k impressions
- Seattle Bike Blog: Over 2,000 impressions



Let's Move Redmond Sponsorship Levels

\$10,000 Move Redmond Champion

- Logo on all printed collateral in a larger size
- Logo printed on all on route signs for the event
- Logo featured on the sharable video of the event
- Activation opportunity at Downtown Redmond Park
- Customized promotion on social media thanking you for your sponsorship

\$6,000 Move Redmond Advocate

- Logo on all printed materials/ signs
- Customized promotion on social media thanking you for your sponsorship
- Logo featured on the sharable video
- 10 X 10 exhibition space
- Logo on all printed collateral

\$3,000 Move Redmond Leader

- Logo on all printed materials/ signs
- Customized promotion on social media thanking you for your sponsorship
- 10 x 10 exhibition space
- Logo featured on the sharable video

\$1,000 Move Redmond Supporter

- Name on all printed materials/ signs
- Name on sharable the video
- 10 X 10 exhibition space
- Customized promotion on social media thanking you for your sponsorship

\$500 Community Partner

- Customized promotion on social media thanking you for your sponsorship
- Name on sharable the video
- 10 X 10 exhibition Space

Support this Community Event. Get in touch!

Reach out to Kelli Refer at kellir@moveredmond.org

About Move Redmond

Move Redmond is a 501c4 non-profit advocacy organization proudly serving Redmond, Washington. We work to win streets, trails, and transit that make Redmond more accessible and inclusive. Our member organizations represent over 100,000 people who go to work or school in Redmond. Since 1989, Move Redmond has worked to make Redmond easier to reach from across Puget Sound. Our organization's legal name is Greater Redmond Transportation Management Association.

Move Redmond

