



Photo by Valentin Llanas



Sunday • August 10 • 2025
10am - 2pm

RIDE THE DRIVE

This year's Ride the Drive is set for Sunday, August 10 and features three park hubs linked by 2.38 miles of closed streets including portions of John Nolen Drive and Williamson Street. Park hubs, with all-ages activities, food and entertainment include Olin Park, Law Park and McPike Park.

Since the inaugural Ride the Drive in 2009, this event continues to celebrate Madison's commitment to a healthy, active lifestyle focusing on the environmental and economic impacts and the importance of social integration.

Sponsorship Packages	Presenting Sponsor	Hub Sponsor	Super Sponsor	Supporting Sponsor	In-Kind Sponsor
Sponsor name recognition on all promotional material (print and media)	•				
Company promotional material at hub	•	•			
Prominent vendor space	•	•	•		
Company banner at your hub	•	•	•		
Logo on posters	•	•	•		
Logo on maps/handouts	•	•	•		
Logo on t-shirts	•	•	•		
Company recognition on news releases, e-blasts	•	•	•	•	
Company recognition on Facebook	•	•	•	•	•
Company logo on RTD website	•	•	•	•	•

Ride the Drive is organized by the City of Madison Parks Division, in partnership with numerous City agencies and local organizations.



City of Madison Parks Division
 330 E. Lakeside Street
 Madison, WI 53715
 608-266-4711
 RideTheDrive.com



MADISON PARKS



Goals

HEALTHY COMMUNITIES

- Promotes alternative transportation
- Connects people to outdoors and parks
- Offers a free, accessible event for everyone

ENVIRONMENTAL IMPACT

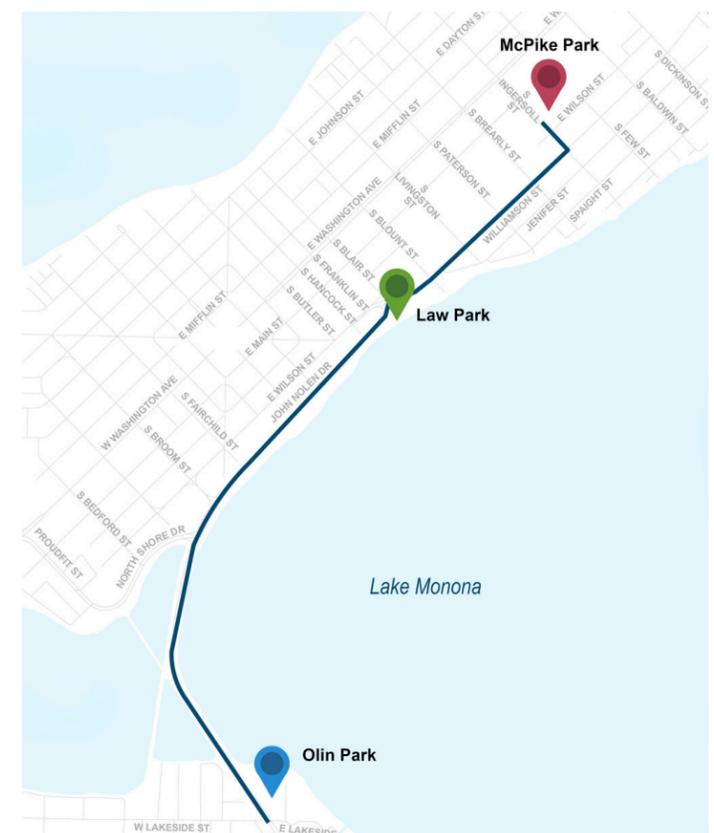
- Inspires changes in mobility behaviors
- Provides safer bike riding environments
- Encourages alternative commuting
- Reduces noise and improves air quality

ECONOMIC DEVELOPMENT

- Showcases businesses supporting healthy living
- Highlights local businesses and civic assets
- Promotes companies to a large audience

SOCIAL INTEGRATION

- Connects people across demographics and abilities
- Inspires exploration of neighborhoods in a fun way



RideTheDrive.com

RIDE THE DRIVE

Sponsorship Levels

PRESENTING SPONSOR - \$25,000

As the PRESENTING SPONSOR for Ride the Drive, your company or organization will gain recognition in the event's name as well as at one RTD hub. Your name and/or logo will be featured on all printed materials, including event t-shirts, posters, advertisements, news releases, media promotions, and social media.

HUB SPONSOR - \$10,000

Each Ride the Drive Hub provides a variety of activities for thousands of enthusiastic participants. As a HUB SPONSOR, your company name will be prominently displayed throughout a park hub, on RideTheDrive.com, and in media promotions, as well as on Madison Parks' social media channels.

SUPER SPONSOR - \$5,000

Super Sponsors play a crucial role in funding the overall event and will have their company name and/or logo featured on event posters, on RideTheDrive.com, and across social media.

SUPPORTING SPONSOR - \$500

By becoming a Supporting Sponsor for Ride the Drive, you align your brand with an environmentally friendly event that promotes healthy living, reaching an audience of thousands. Supporting sponsors can contribute a monetary donation or in-kind value ranging from \$500 to \$4,999.

IN-KIND SERVICES, GOODS & VOLUNTEERS

The success of Ride the Drive relies on the generous contributions of goods, services, and the time and talents of dedicated volunteers. Potential product contributions include t-shirts, food, beverages, giveaway items, and bike accessories. Service contributions might involve bicycle repair and team volunteer support. Organizations and companies are encouraged to support Ride the Drive in a way that fits their capacity.

Become a Sponsor

As a sponsor for Madison Parks' flagship event, your company or organization is exposed to thousands of happy people leading up to, during and after the event. As a Ride the Drive sponsor, you are linking your business to an environmentally positive event and healthy living.

Ride the Drive 2025 Sponsorship Pledge

Yes! _____ (company or name) would like to sponsor the 2025 Ride the Drive event.

Please select your sponsorship level.

PRESENTING SPONSOR \$25,000

HUB SPONSOR \$10,000

SUPER SPONSOR \$5,000

SUPPORTING SPONSOR \$500

IN-KIND SERVICES, GOODS AND VOLUNTEERS

Description: _____

To ensure promotion in printed materials, we must receive your pledge form, payment, and a high-resolution logo no later than Monday, June 2.

Payment may be made by check or credit card. Checks should be made payable to Madison Parks Foundation and dropped off or mailed to 330 E. Lakeside Street, Madison WI 53715. To pay by credit card, please call 608-266-4339.

If you have questions, please contact Terrence Thompson, Parks Community Service Manager at tthompson@cityofmadison.com or (608) 243-0405. Thank you for your support of Ride the Drive 2025!