



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.

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 DRIVE

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 2026 Sponsorship Pledge

Yes! _____ (company or name)
would like to sponsor the 2026 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 1.

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 2026!

Sunday • August 09 • 2026
RideTheDrive.com



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

