



BIKE TO THE SEA INC.

RIDING FOR BIKE SAFETY AND SAFE PLACES TO RIDE

3/18/16

2016 Bike to the Sea Day Sponsorship Program

Dear Bike Trail Supporter,

Since 1993 Bike to the Sea Inc. has worked to develop the Northern Strand Community Trail, an eleven-mile off road, low stress, bike and pedestrian trail from the city of Boston to the beaches of Lynn. This important project has the potential improve the health, wellbeing and economic vitality of the communities of Everett, Malden, Revere, Saugus and Lynn for generations to come.

In the summer of 2015 we linked together gravel trail segments in Revere and Saugus to paved trail segments in Everett and Malden opening more than seven miles of continuous trail and bringing the trail to the boarder of Lynn. On **Sunday June 12th 2016** our annual **Bike to the Sea Day Ride** heads out on its 24th annual ride to celebrate this important achievement.

This spring we are launching an ambitious sponsorship campaign to bring the trail to the next level. Please consider becoming a Bike to the Sea Day Sponsor and being recognized as part of this important project. Our sponsorships start at \$200. and includes many opportunities to show your organizations support of the project.

New for 2016, Bike to the Sea Inc. is developing a series of map kiosks located along the bike trail from Everett to Lynn. This program which will be unveiled on Bike to the Sea Day June 12th includes logo placement on as many as seven kiosks along the bike trail from Everett to Lynn and logo placement on our new sponsor web page as well our traditional bike to the Sea day Tee shirt.

The map kiosks are simple well-built wooden structures (see image at left) with a metal roof that will display a large 3'x4' map that shows our developing trail system. The map, also shows important landmarks such as schools, natural areas and public transportation options, and will help trail users find their way and learn more about the area.



Thank you for taking a moment to learn about how you can support the Northern Strand Trail while at the same time getting good exposure for your organization. If you would like to join this important program please contact me by phone or email.

Sincerely, **Clay Larsen**

Bike to the Sea Inc. is a 501(c)(3) charitable organization as determined by the Internal Revenue Service (IRS) and the gift is tax deductible.