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August 28, 2012

To whom it may concern:

**Re: CICLOVIA 2012  
Bicycle Related Sponsorship, Volunteer & Participation Opportunities**

In its fourth year, the Downtown Winnipeg BIZ, in conjunction with other stakeholders and sponsors, will put on Ciclovía (Sunday, Sept 9 from 11am-6pm). The north side of Broadway will be closed for programming between Main St and Osborne St. Car free streets will also extend from Broadway to Assiniboine Park. For a full list of Ciclovía programming, please visit [www.manyfest.ca](http://www.manyfest.ca).


**NEW** this year, we will also be putting on a Parade of Lights on Broadway, where the public will have an opportunity to light up their bikes or hold candles and make their way down Broadway, past a series of lit dancers (Saturday, Sept 8). To prepare for the parade, bike lighting will take place Saturday, Sept 8 at 5:30pm at the following locations:

- Omand Park
- St. John's Park
- Lagimodiere Gaboury Park
- Lyndale Dr Park
- Riverview Community Centre
- Memorial Park

We are looking for your help to make these events a success. Please see below areas where we need help by way of sponsorship, volunteering or participating.

**SPONSORSHIP (in-kind or cash):**

- Donate bike or fitness gear to provide as prizes to public for Parade of Lights and Ciclovía
- Donate white bike lights for handle bars to provide to participants in Parade of Lights (we have red lights)
- Donate new helmets for child participants in Parade of Lights (to have on hand for those who arrive without a helmet)
- Donate colourful lights to decorate bikes (or cash so we can purchase lights for bikes)

CAN WE GET YOU ANYTHING? 

- Donate used helmets to be repurposed as planters and other art during Winnipeg Art Gallery activity at Ciclovía.
- NOTE: We will gladly accept any of the above (and will pick up items from you at your location). Verbal mentions of your shop/group at the event will be made for all those who donate (any value). For those reaching a value of \$300 or more, we will also include your logo on our bike decorating station signs and on our website.

## **VOLUNTEERING:**

### **Pre-Event (Aug 28 to Sept 6)**

- Ride the lit Ciclovía bike to various neighbourhoods to promote the Parade of Light (Aug 28, 29 and 30 from 8:40pm-10pm)
- Put up Ciclovía and Parade of Light posters in your shop/community (posters can be dropped off to you as of Tues, Aug. 28)
- Put up promotional signs on Ciclovía route (meet at Memorial Park, head off with signs by bike or car, shift 6pm-8pm, Thurs, Aug. 30)

### **Saturday, September 8**

- Assist with lighting bikes at one of the bike decorating stations (shift 5:30pm-7:30pm). Orientation and material pick up at Memorial Park at 4:30pm.
- Provide bike repair services at one of the bike decorating stations & during the ride in to Broadway (shift 6:30pm-8:30pm)
- Lead a group ride from a bike decorating station to Broadway (two leaders per ride, shift 6:30pm-8:30pm). Orientation at Memorial Park at 4:30pm. Safety vests provided.
- Lead a group ride from Memorial Park back to one of the bike decorating neighbourhoods (two leaders per ride, depart at 11:00pm). Safety vests provided.

### **Sunday, September 9**

- Install directional signs on Ciclovía route (shift 7:30am-11am)
- Act as a marshal for various points of the Ciclovía route (shifts are 11am-2:30pm or 2:30pm-6:00pm). Safety vests and stop signs provided.

## **PARTICIPATION:**

### **Saturday, September 8**

- Bring your decorated bike out for the Parade of Lights (meet in Memorial Park, 8:40pm-10pm)

**Sunday, September 9**

If you would like to be a participant (free) at Ciclovía, please visit [www.manyfest.ca](http://www.manyfest.ca), go to the Ciclovía tab under Events and sign up on-line. In particular, we would appreciate your involvement in the following:

- Give a 45 min talk at our Seminar Stage on types of bicycles or gear (slots between 11am-6pm). Other topics are also welcomed!
- Bring out a unique bike to the Bike Show (11am-6pm)
- Set up a booth in the BIKE ZONE to promote bike gear, bike safety or anything cycling related (11am-6pm)
- Provide bicycle repairs services in the BIKE ZONE (11am-6pm)
- Participate in Bike Polo (11am-6pm)

We will also be asking the public to donate old bikes or parts to be repurposed (drop-off in Bike Zone during Ciclovía). If you have a use for old bike parts and are able to pick these up from us after the event, please let us know. The pick-up will be from Memorial Park on Monday, Sept 10 between noon-2pm.

Thank you in advance for your help. The Downtown BIZ is thrilled to be able to put on Ciclovía on a yearly basis, but cannot do so without the help of the community. We particularly rely on the Winnipeg cycling community to provide donations of cycling gear and to help us with volunteer and programming areas that require cycling expertise.

Please contact me by way of email ([stephanie@downtownwinnipegbiz.com](mailto:stephanie@downtownwinnipegbiz.com)) or phone (204.226.2151) at your earliest convenience to let me know how you might help us. Please let me know if you have any questions or need any further detail.

Sincerely,



Stephanie Joyce, B.E.D., M.L.Arch  
Project Manager  
Downtown Winnipeg BIZ