



2026 Sponsorship Overview



updated 2/3/26

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Our mission is to make it safe, accessible, and fun for everyone to bike, walk, and roll in Vermont.



We envision a Vermont where more people will walk, bike, and roll for both recreation and transportation, improving their health while benefiting local communities and the environment.

Vermonters are increasingly turning to biking and walking as safe and healthy ways to get around town, commute to and from work, and for recreation.

We believe that when streets are designed for people, not just cars, they make our communities healthier, safer, and more enjoyable. They also help local businesses and strengthen our local economy.

At the same time, we're facing big challenges: a changing climate and an aging population that requires access to safe, reliable ways to get around without a car.

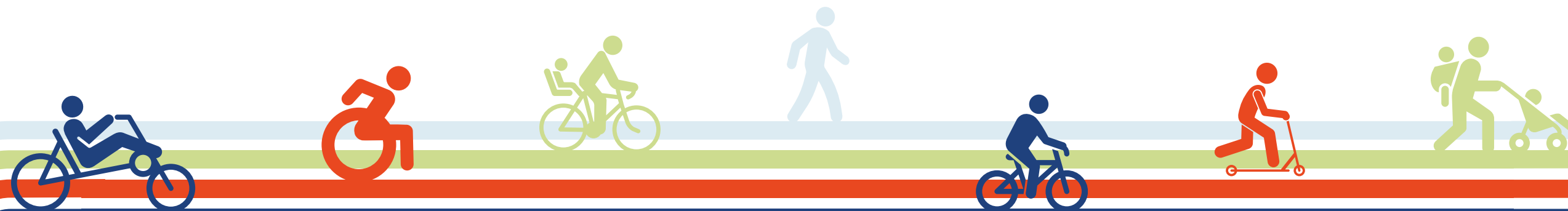
We do our work with equity at the center. We focus on removing the barriers that have made it harder for some people and communities to move safely and freely, both in the past and today.

Check out our [**2025 Impact Report**](#) for a by-the-number summary of what our programs and services have accomplished.





Your support can take us there.



Local Motion offers programs and services to communities across Vermont. Most of these are free or by donation, to encourage the choice for active transportation and recreation without financial barriers.

Your sponsorship helps to offset the significant costs of running these programs and services, and helps their impact continue to grow.

We are a 1% for the Planet Environmental Partner. Learn more about giving to Local Motion through 1% for the Planet [here](#).



2026 Sponsorship Levels & Benefits



Level	Your Logo on our Business Sponsors Page	Social post celebrating your support	Program Sponsorship Opportunity	<u>Discounted bike racks</u>	<u>Enhanced assistance to apply as a Bicycle Friendly Business</u>
Bronze \$250					
Silver \$500					
Gold \$1,000				10% off	
Platinum \$2,500				15% off	
Diamond \$5,000+				20% off	

Advertising and Additional Program Sponsorship Opportunities. See details in following slides.

Interactive Map enhanced listing ranges from \$25-\$500	Valet Bike Parking ranges from \$500-\$10,000	Bike Smart ranges from \$500-\$12,000	Bike Ferry ranges from \$750-\$5,000
ongoing	deadline: April 1, 2026		

Our online community

Instagram

- Over 82,000 accounts reached
- 8,800 content interactions
- 4,509 followers

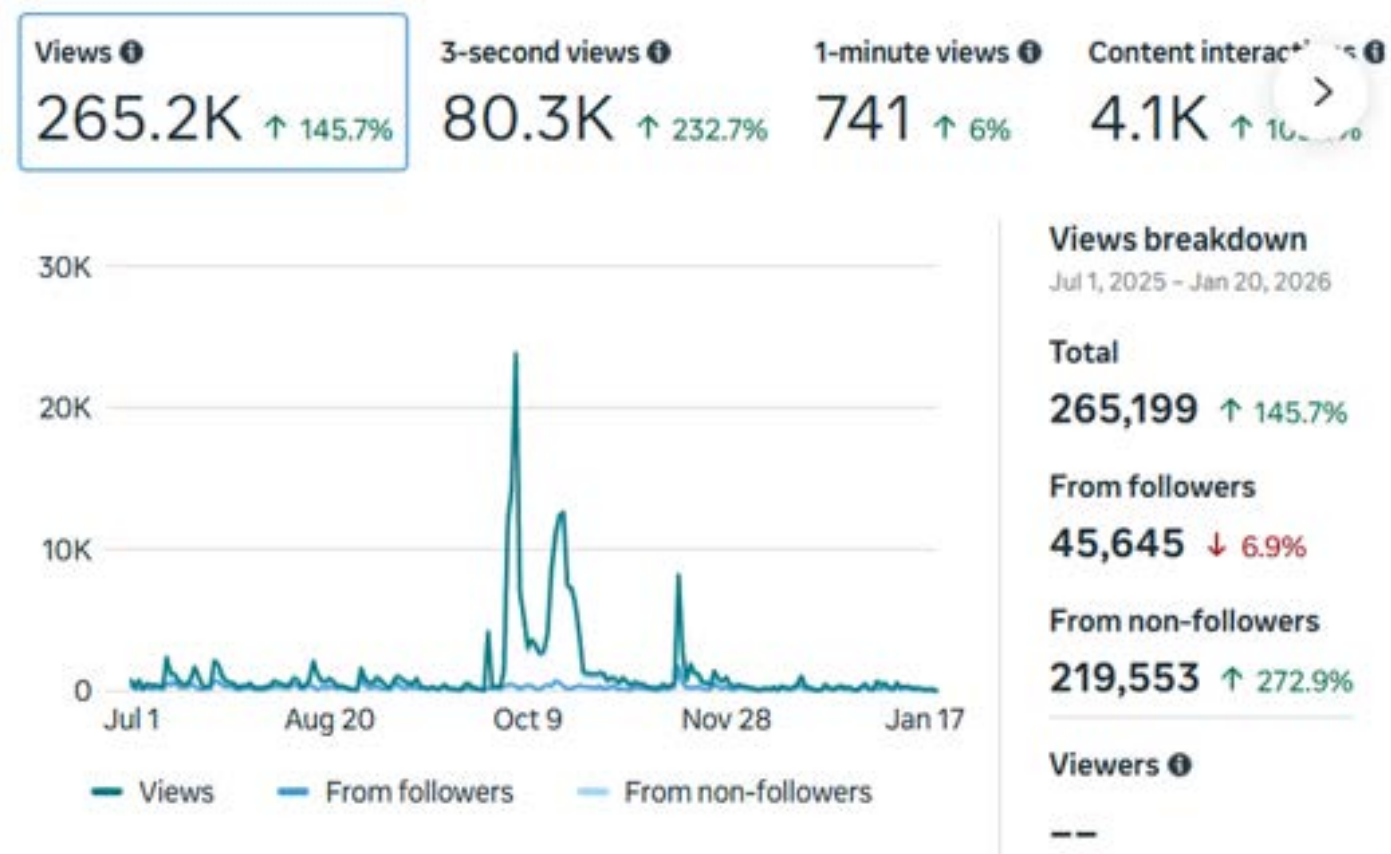
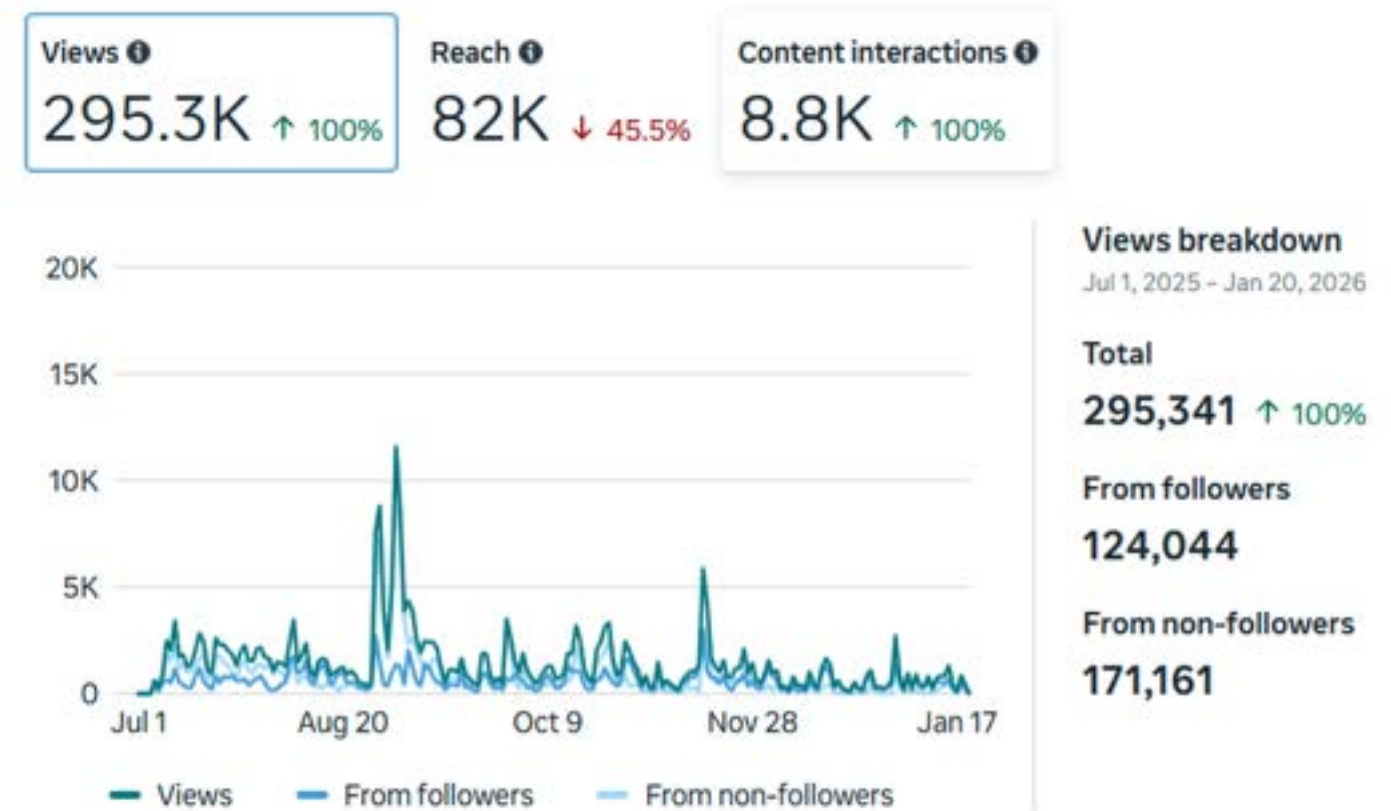
Facebook

- 4,100 content interactions
- 6,484 followers

Email Newsletters

- Over 34,000 email subscribers
- 50% open rate

All data is from July 1, 2025 - January 20, 2026





Sponsorship Opportunities on our Bike Ferry



What is our Bike Ferry?



The Bike Ferry is an important link between the greater Burlington area and the Champlain Islands, creating a safe, off-road connection for active modes of transportation and recreation.

Roughly 200 people ride the Bike Ferry every day who then contribute to our local and state economy by eating, shopping, and/or lodging in Vermont.

The experience on the Bike Ferry makes a lasting, positive impression on visitors that Vermont is a place that encourages and celebrates recreation in our beautiful natural spaces.



Impact of our Bike Ferry

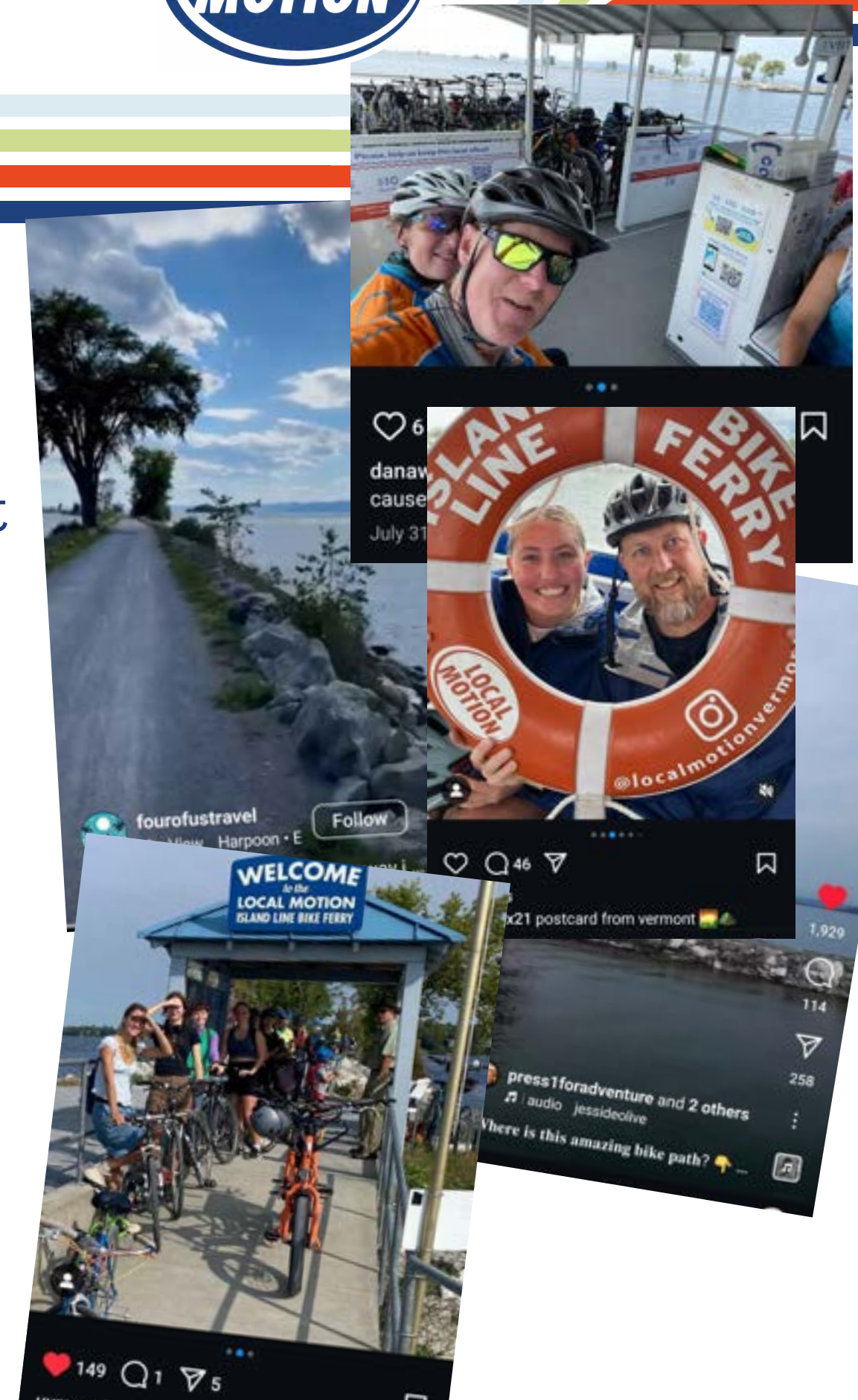


In 2025, our Bike Ferry had over 39,000 boardings, including riders from 55 VT towns, 37 states, and 9 countries.

These visitors contribute as much as \$4 million to the Vermont economy by staying in hotels, eating, and recreating locally.

The Bike Ferry frequently receives national and international press as a tourist destination, as can be seen in Yankee Magazine, Boston Magazine, New York Times, and others.

The [Bike Ferry webpage](#) is the second most visited section of our site (just behind our Bike Rentals page). In 2025, the page had over 39,000 views.





**Sponsors at \$3,000 or more will also be listed on the Bike Ferry webpage.*

Logo/Message Location #1 (Red Box) - Available

One primary sponsor will occupy a forward panel on both the port and starboard sides. The total image area is 45” L x 22” H for each location. Your logo will be especially visible to boarding passengers and is often where group photos are snapped as passengers leave the ferry to receive their bikes from the deckhands on the dock. This is a very desirable local for shared pictures on social media.

Cost per season: \$6,000 (both sides)

Logo/Message Location #2 (Blue Oval) - Available

Up to 6 sponsors may share the aft panel on both the port and starboard sides. Total image area is: 106” L x 18” H. This location is visible to passing vessels, walkers and bike riders on the Causeway.

Cost per season: \$3,000 total or divide by the number of participating sponsors (both sides).

Logo/Message Location #3 (Yellow Circle) - Available

One sponsor will occupy a rear panel on both the port and starboard sides. This location is visible to passing vessels, walkers and bike riders on the Causeway.

Cost per season: \$2,000 (both sides).





Logo/Message Location #4 (Magenta Box) - Not Available. Current Primary sponsorship ends December 31, 2026.

One sponsor will occupy the bow panel. This is the most visible location on the ferry. Total image area is 30” L x 26” H. When the ferry is waiting for passengers it is highly visible from the Causeway. Passengers approaching the boat down the gangway look at it directly, and often passengers will pose in front of the boat for pictures at the Local Motion docks on both sides of the cut. This is a very desirable local for shared pictures on social media.

Cost per season: \$5,000.

**Sponsors at \$3,000 or more will also be listed on the Bike Ferry webpage.*



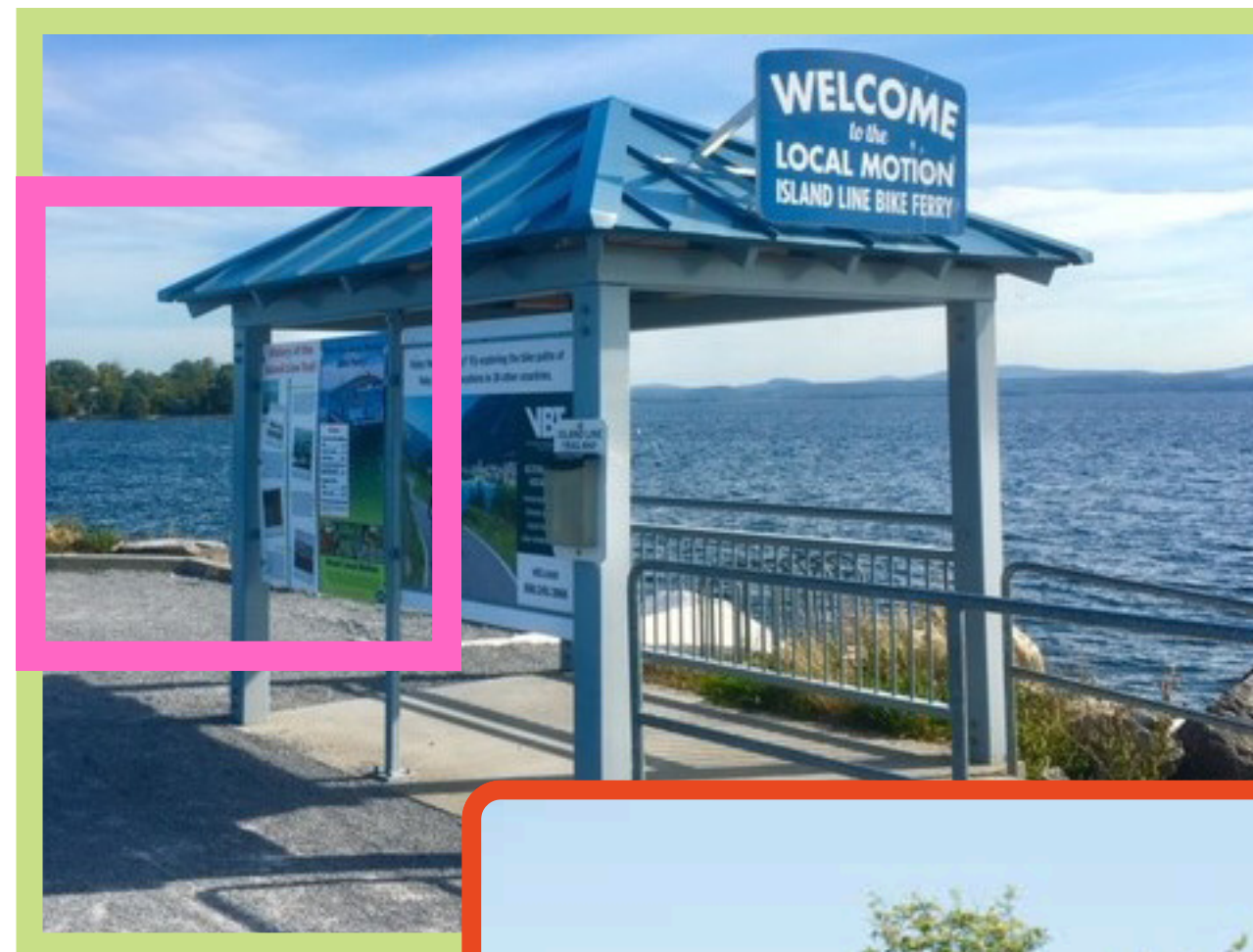


Logo/Message Location #5 (Blue Square) - One spot available.

Passenger seating area “subway” sign as indicated by the blue square is located on both the port and starboard interior sides. The total image area on each side is 80” L x 5.5” H. One sponsor can occupy both sides or there can be a different sponsor on each side. Passengers are seated along the sides and down the middle. Portside seating looks to the starboard side and starboard side seating looks to the port side where the subway signs nicely frame the view out to the lake.

Cost per season: \$750 per side.





Logo/Message Location #6 (Pink Square) - Available

The Local Motion kiosk is located on the Colchester side of the Causeway. There are two panels which measure 48” x 48” and are visible to all riders and pedestrians traveling from Colchester to the cut or the ferry.

Cost per season: \$1,500 per panel.

Shirts for Bike Ferry dockside ambassadors - Available

Our Bike Ferry dockside ambassadors manage the line on the Island Line Trail during busy summer days (like the one pictured here). Your logo will be on the back of a high-vis jersey worn by ambassadors, visible to all riders and pedestrians out on the trail and Bike Ferry.

Cost per season: \$1,000.

Logo/Message Location #7 (Pink Square) - Available

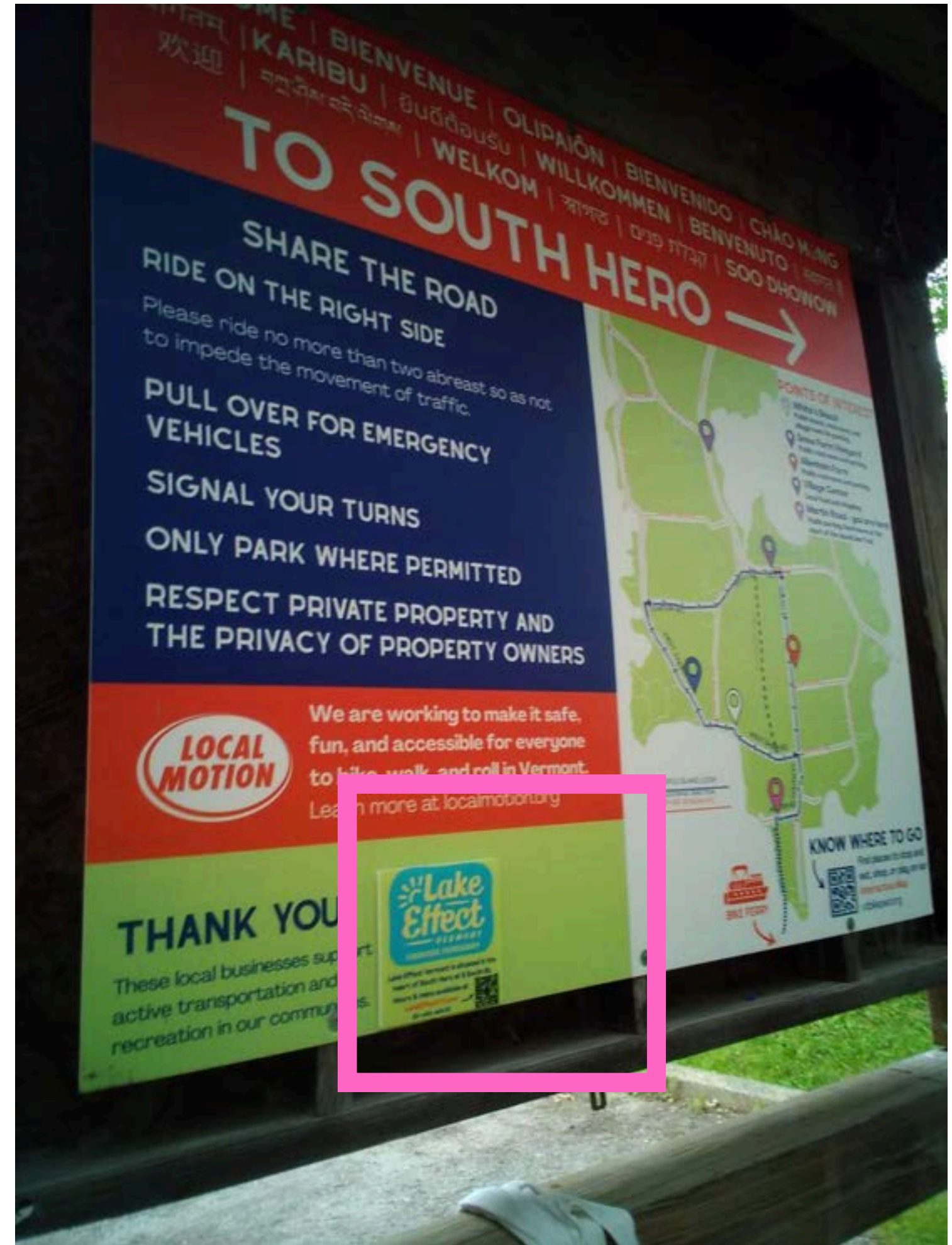
The Local Motion kiosk is located on the South Hero side of the Island Line Trail, at the Martin Road Trailhead. There is a space that measures 13"x7" where up to two sponsors may show their logo. This sign is visible to all riders and pedestrians traveling between South Hero and the trail or the ferry.

Cost per season: \$750 per space (\$1,500 for the full space).



The picture on the left shows the size and location of the Martin Rd kiosk.

The picture on the right shows the current art on the kiosk, and location for sponsor logo.





Sponsorship Opportunities on our Bike Smart trailers



What is Bike Smart?



LOCAL
MOTION

Complete bike skills curriculum for children ages 5+ years, giving them the skills needed to become safe and confident riders.

Offered year-round in schools and seasonal camps across Vermont, at no cost to the schools.

Trailers filled with bikes (including adaptive bikes) are delivered to schools and camps for 1-2 weeks at a time.



Bike Smart's community impact

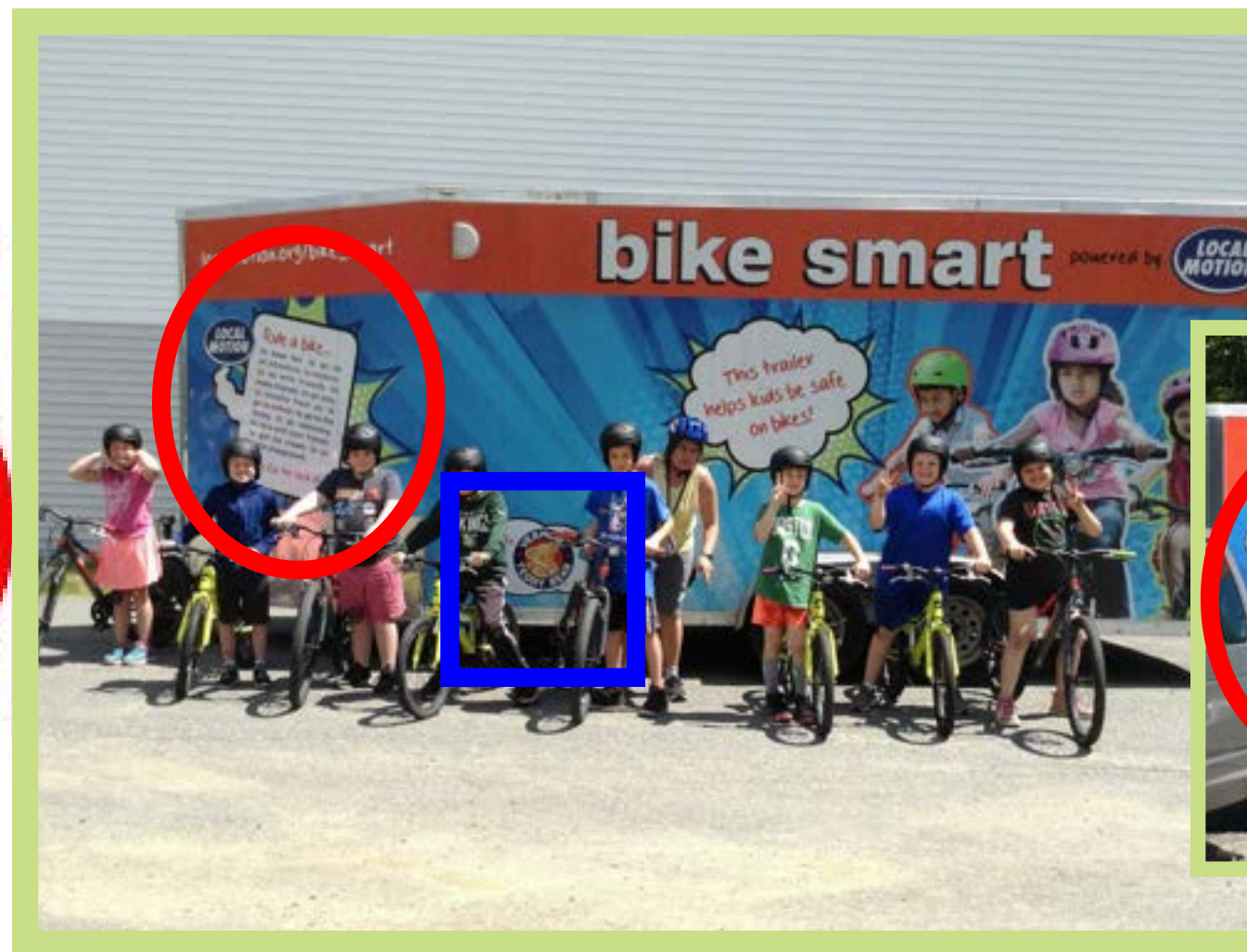


- 3 Bike Smart trailers, each equipped with 50 bikes and training materials
- 60 schools in 55 towns in all 14 counties participate
- about 10,000 students enrolled annually
- 3,000 miles traveled by each trailer as it criss-crosses Vermont

When a Local Motion Bike Smart trailer is traveling down a Vermont road or stationed at a camp or school, the bright, bold graphics and sponsor logos command attention and convey a commitment to supporting Vermont kids and communities.

Sponsors benefit from significant local and regional exposure to individuals, families, groups, businesses, and prospective customers all over the state.





Side panel clouds ** (Blue Box)

2 spaces available on 2 trailers (4 spots total)

As indicated by the blue box, up to six sponsors (three per side) will occupy the clouds located on either side of the Bike Smart trailers. Each sponsor receives 2 clouds – 1 on each side. Your logo will be visible as these trailers travel between schools statewide, remaining parked in a space of prominence once at the school. The trailer wrap also includes pictures of kids riding bikes, with the statement, “This trailer helps kids be safe on bikes!”

Cost per season: \$500 per cloud.

**Clouds may include a combination of logos, taglines, or other messages such as: "Proudly supporting childrens' charities since 1973!"

Front nose panels (Red Oval)

all spaces available

As indicated by the red oval, up to two sponsors (one per side) will occupy the speech bubble located on either side of the Bike Smart trailer nose. On one of our trailers, this space has a frame to hold a coroplast sign. Your logo will be visible as these trailers travel between schools statewide, remaining parked in a space of prominence once at the school.

Cost per season: \$700 per panel, or \$1,500 for two.



Rear door panel primary (Pink Box)

Space available on 2 trailers

One main sponsor will occupy the upper back panel of the Bike Smart trailer. Your logo will be visible as these trailers travel between schools statewide, remaining parked in a space of prominence once at the school.

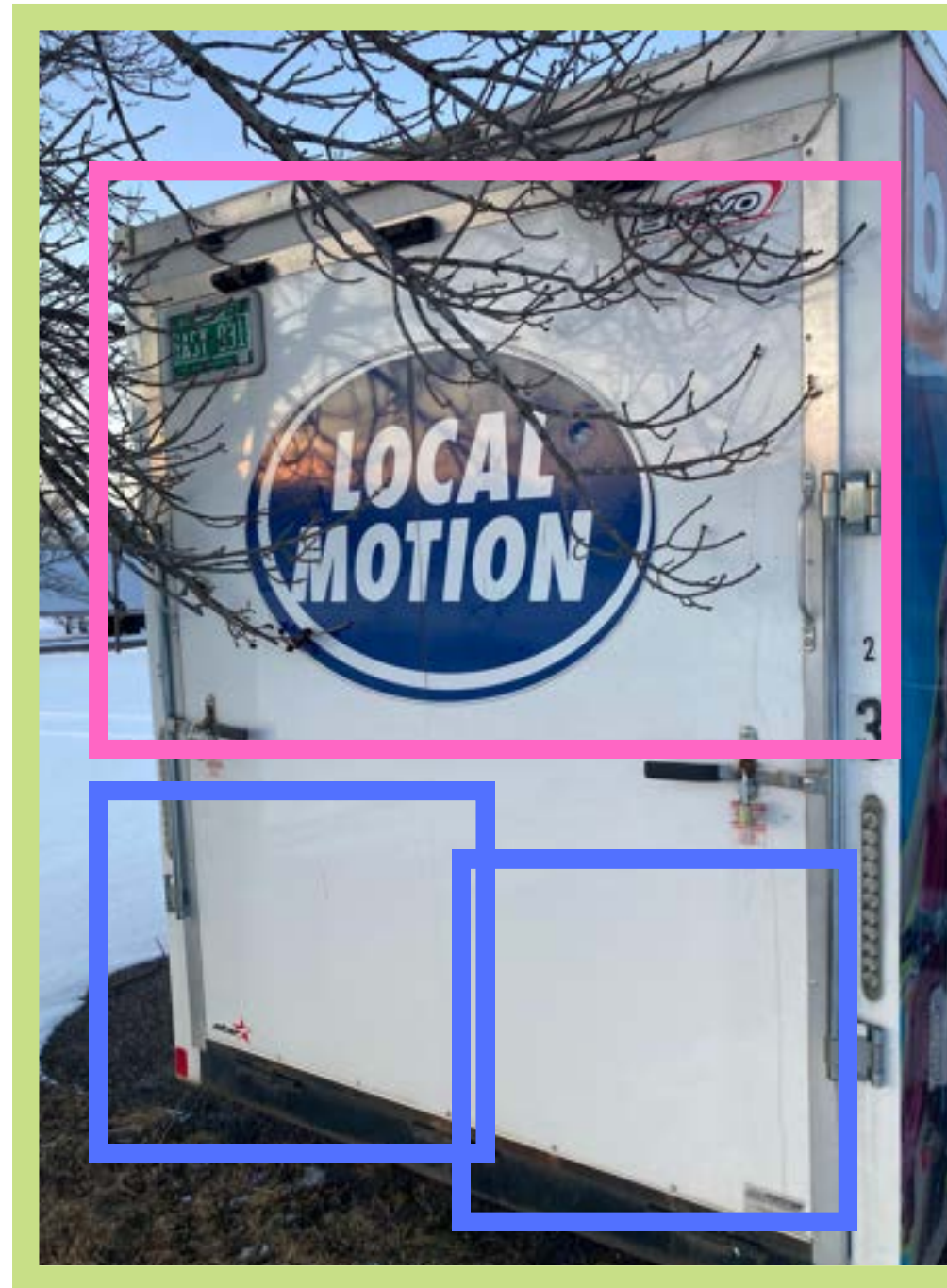
Cost per season: \$8,000.

Rear door panel secondary (Blue Box)

Space available on 3 trailers

Up to two secondary sponsors will occupy the lower back panel of the Bike Smart trailer. Your logo will be visible as these trailers travel between schools statewide, remaining parked in a space of prominence once at the school.

Cost per season: \$1,500.





Bike Smart Van Wrap - Available

One main sponsor will occupy a space on the sides of our newest Bike Smart delivery van. Local Motion will also wrap this new white van with high-visibility graphics promoting Vermont's new 4-foot safe-passing law, reinforcing the program's safety message everywhere the van travels. The final graphic has not yet been designed, so there is space to collaborate with a sponsor on the final design.

Your logo will be visible as the Bike Smart van delivers trailers to schools statewide, associating your brand with our safety and education efforts.

Cost per season: \$10,000.

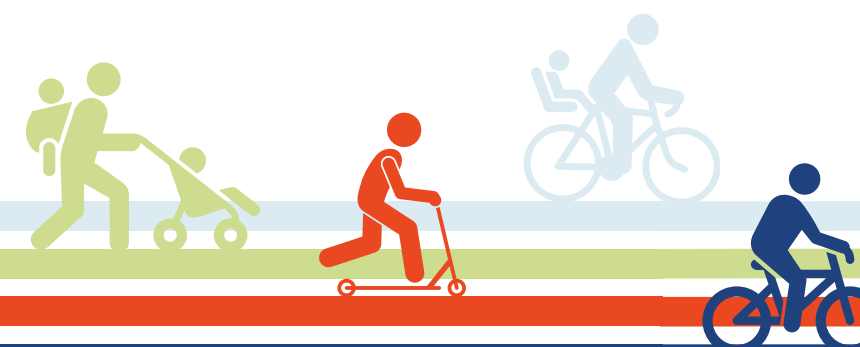




Sponsorship Opportunities with Valet Bike Parking



What is Valet Bike Parking?



Safe and secure bike parking service that allows riders to park their bikes with a conscientious attendant and enjoy events worry free.

This service creates a space that advocates for active transportation, fosters a sense of community, and is a powerful part of the solution to reduce fossil fuel consumption.



VBP in our community



In 2025, Valet Bike Parking was at 65 events in the greater Burlington area. At our busiest event this season (JazzFest), we parked 400 bikes in one night!

VBP has become an expected service by locals at many staple summer events that see thousands of attendants. More people are biking and walking, resulting in fewer cars traveling to and from events, taking up limited parking spaces and emitting less pollutants.

You can find Valet Bike Parking at all VT Green Football Club home games, the South End Get Down, Waterfront Concerts, JazzFest, and more.



Headline Sponsor:

Limited to two sponsors. Your support ensures our ability to offer this key service at events in the greater Burlington area, making it easier for people to choose active transportation.

Your logo will be printed on the front side of the tickets that are kept by Valet Bike Parking users. This space could also include any coupons or discount codes.

Your logo would be printed on the back of a high-vis jersey worn by Valet Bike Parking staff and volunteers. It would also be featured on our sandwich board, and on directional signs put up around event grounds, meaning it will be seen by any event attendees walking past.

And finally, your logo would be featured on the Valet Bike Parking webpage and all related social posts.

Cost per season: \$5,000

Supporting Sponsor:

Unlimited. Your logo would be featured on the sandwich board and directional signs put up around events, seen by any event attendees walking past. It would also be included on our Valet Bike Parking webpage and all related social posts.

Cost per season: \$1,000 - \$2,500

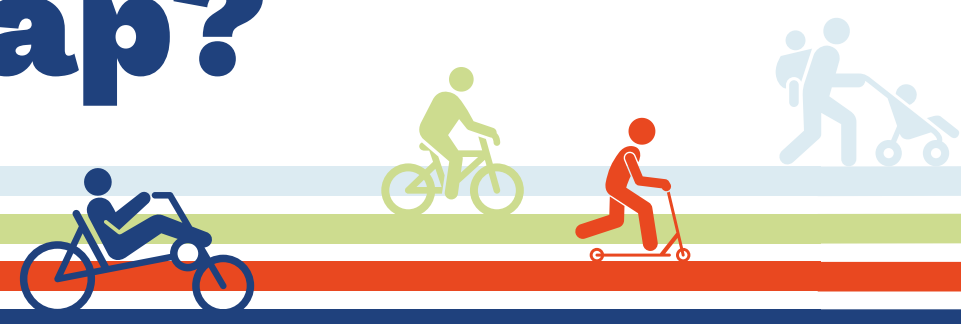




Placement Opportunities on the Interactive Map



What is the Interactive Map?

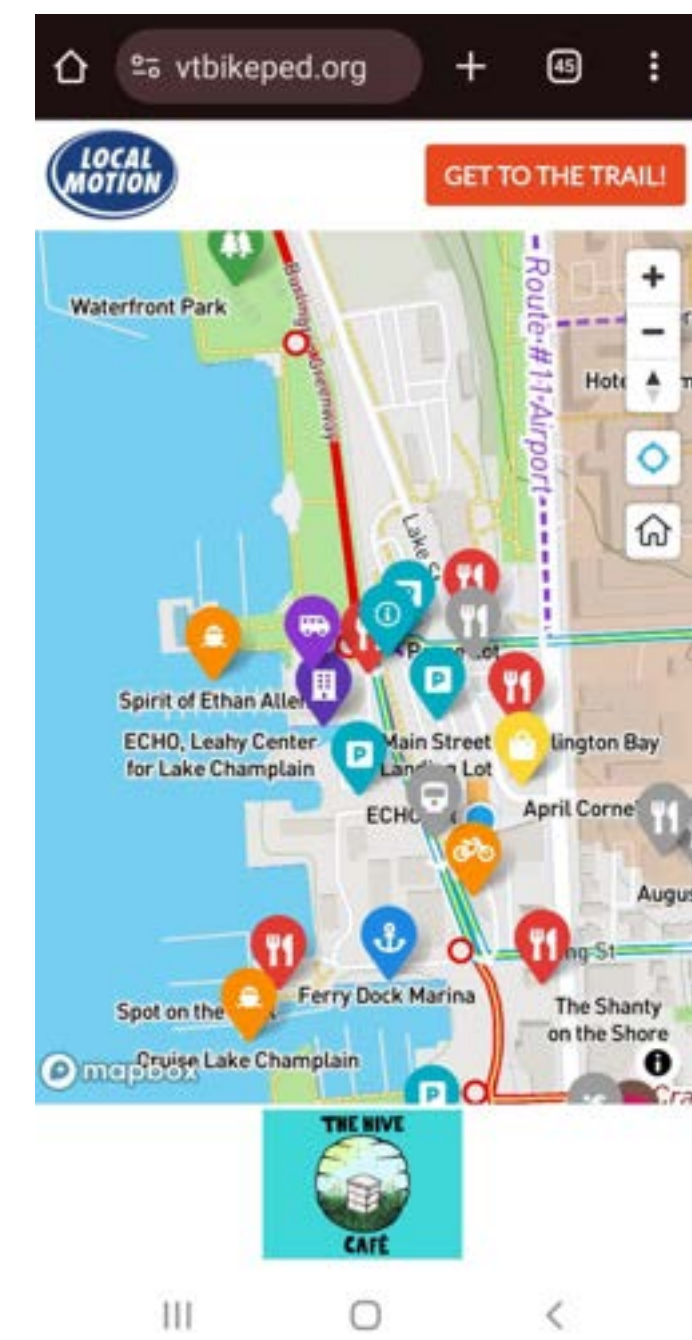


www.vtbikeped.org

The interactive map is used by visitors to follow bike routes and find places to stop along the way in Burlington and the Champlain Islands. The map gives users directions to restaurants, stores, parks, and more.

In 2025, the interactive map was opened over 30,000 times by 18,000 users.

More than half of these views came from scanning the QR code of our map, which is posted at our Bike Ferry and Trailside Center, as well as at participating businesses and destinations in Burlington and South Hero.





Rotating Ad Display

Limited to three sponsors. Your logo will be included on a rotating ad space at the bottom of the Interactive Map. This ad remains open and visible at all times while using the map.

Cost per season: \$2,500

Enhanced Listing

All listings will include the name of your business and directions. Enhanced listings include a pop-up description of your business and link to your website.

Cost per season: varies by business size. See chart below.

[Enhance your listing online here](#)

Pricing is by total employee count		
1 to 10	11 to 25	25 plus
\$25	\$75	\$125
Pricing is for one location. Multiply price by number of locations.		

Features	Free	Enhanced
Your business is featured on the map	✓	✓
Directions to your business	✓	✓
Pop up description of your business		✓
Clickable link to your website		✓

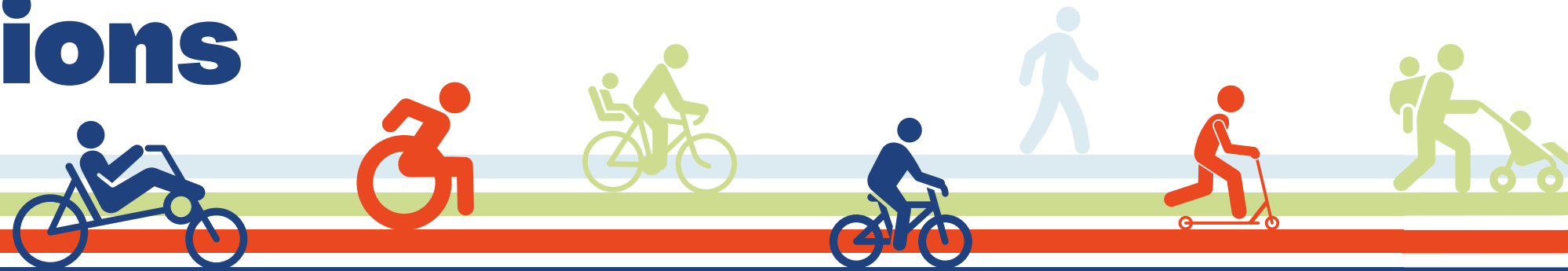




Other Sponsorship Opportunities



In-Kind Donations



Seasonal Fundraiser Raffle Items

Your in-kind donations of goods or services will be used in a raffle to take place this season. The raffle will be advertised on the Bike Ferry, at our Trailside Center, on social media and in email communications.

General In-Kind Donations

In-kind donations of goods or services are appreciated year-round. We put on many events that may include prizes, giveaways, or a raffle to encourage and incentivize active transportation.

There are also opportunities to donate professional services towards Local Motion directly, such as photography or business consulting.

Donate Your Time

Volunteer for a shift out at the Bike Ferry, with Valet Bike Parking, to help with our EZ Breezy bike rides, and more. There are opportunities to volunteer both as an individual and as a workplace.



Promotional Partner



Help us to spread news and information about biking, walking, and rolling in Vermont!

Share Local Motion with your audience: on your website, in newsletters, on social channels, or in person.

- Upcoming events from localmotion.org/events - We also share community events, and would love to share yours!
- Posts on our social pages - Instagram @localmotionvermont, Facebook @localmotionvt, Youtube @localmotionvt
- Resources, like those found on localmotion.org/ebikes or localmotion.org/block_party





Deadline for program sponsorship is April 1st, 2026

Payment options: [pay by card securely online here](#); request an invoice;
or send us a check to 1 Steele St, Suite 103, Burlington VT 05401

**Contact Christina Erickson to discuss options at
giving@localmotion.org**

