

Join hands  
with us

Come forward to  
sponsor

Participate and be a proud partner of  
the Bangalore Cycle Day initiative



Want to be part of the campaign by  
sponsoring for Cycle Day ?....

Then Please do email  
[dultcycleday@gmail.com](mailto:dultcycleday@gmail.com)



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Directorate of Urban Land Transport



# Bengaluru Cycle Day Initiative

- An open street event organized with focus on cycling and street games and activities.

So far...  
200+ events held  
40,000 participants

## OBJECTIVE



To promote use of bicycles for short local trips and to reclaim road space for walking and cycling.



## BACKGROUND

- The initiative was started in the month of October 2013. Cycle enthusiasts assembled in Cubbon park for first time to revel in the joy of cycling amidst a pristine landscape.
- Initially, the Bengaluru Cycle Day was organized on the last Sunday of every month in different localities. Soon the community got enthused by the idea and community partners came forward to organize the event in their neighborhoods. Now, there is a Cycle Day event on **every Sunday** of the month..

## HOW/WHERE?...



- The event is organized in different localities in Bangalore in an "open streets" format where a stretch of the road is blocked to traffic for 3-4 hours so as to create a safe space for cycle ride, street activities and games. Street games like hopscotch, kite-flying and fitness activities like yoga etc. are organized.
- A nominal number of free bicycles are provided to the public but the idea is to encourage people to bring their own cycles and enjoy the ride in their locality..



## WHO?...

- The Bengaluru Cycle Day is anchored by DULT and managed by the core group of volunteers called Bangalore Coalition for Open Street (BCOS group).
- The BCOS comprises of DULT and citizen groups such as Praja Raag, ESAF, individual cycling enthusiasts etc.

## SOCIAL MEDIA



- BCOS has a very active Facebook and twitter page, where information about pre and post Cycle Day events are posted regularly.



## SUPPORT

- Bangalore Traffic Police and BBMP support this event.

# Sponsorship for cycle day

We are now looking for commercial sponsors to associate with the Cycle Day event. Come! Join us in making Bengaluru livable.

## WHAT COULD BE SPONSORED ???..

### ▪ Bicycle rentals at the event

To encourage public to participate and to enjoy the cycle ride, minimum 50 bicycles are available on hire without any charge for interested participants.

### ▪ Cycle Day Kit

A Cycle Day kit comprising of a minimum number of 15 T-shirts, 15 Caps and 15 Flags are to be sponsored.

### ▪ Stage

A stage of minimum 12' x 12' size with a backdrop is set up at the event location, which can be scalable up based on requirement of community partner,

### ▪ PAS and Emcee

Public Addressing System and services of an emcee are provided.

## EVEN A FUN EVENT NEEDS TO HAVE SOME RULES



- Any firm/ organization associated with:
  - Alcohol & Tobacco products
  - Energy/Aerated/Synthetic beverages
  - All automobile brands and products

## WHAT WOULD YOU GET IN RETURN???

- Mention in all social media maintained by Cycle Day
- Allowed to set up a kiosk/Banner at the rental place

- Mention in all social media maintained by Cycle Day
- Logo on the Cycle Day kit materials- T shirts, Caps, Flags

- Mention in all social media maintained by Cycle Day
- Mention on the logo wall
- Allowed to set up a kiosk near the stage

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- We request you to sponsor in kind.
- The main focus is on cycling and community activities, so please don't obstruct the road area for any other purpose.
- Let's make it a plastic and litter free event.
- Let's save the trees by not using papers/pamphlets.
- Let's keep our surroundings clean.
- Please don't support or endorse any political party through cycle day campaign.



## WHO CAN'T SPONSOR

[www.facebook.com/blrcycleday](http://www.facebook.com/blrcycleday)

[dultcycleday@gmail.com](mailto:dultcycleday@gmail.com)



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