



How Sponsors and Verde Valley Cyclists Coalition Can Partner to Support the Community

What VVCC Does to Support a Healthy Bicycle Environment

- **Community Involvement**
 - Bike Friendly Community Awards
 - Road, Trail, & Safety Fundraising
 - School/Youth Programs
 - Bikes For Most-In-Need Residents
 - Trail Work
 - Adopt a Highway
 - Sedona Bike Park
 - SR-179 Sweeping
- **Education**
 - Bike Safety Programs
 - Red Rock Bike Patrol
 - Sedona Mountain Bike Festival Booth
 - Kids Bike Rodeos
- **Advocacy**
 - Local, City and County Government Bike Friendly Policies
 - Red Rock Ranger District
 - Affiliations
 - League of American Bicyclists
 - Coalition of Arizona Bicyclists
 - International Mountain Bicycling Association
- **Rider Support**
 - Local trail and road maps
 - Links to local, regional, and national biking resources
- **Social Activities**
 - Member Led Rides
 - Social Events & Mixers
 - Events Calendar

**VERDE VALLEY CYCLISTS
COALITION**
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How Sponsors Benefit

- Recognition on VVCC website and other media as giving back to the community
 - Identifies sponsor as a cycling supporter in the Verde Valley
 - Promotes businesses to tourists as bike-friendly
- Supports Verde Valley as a healthy bicycling environment
- Sponsor window cling announces business as giving back to the community
- Business logo and link appear on the www.trailforks.com, introducing to millions of potential visitors
- Multi-level sponsorships provide graduated benefits

How the Community Benefits

- Bike park recreation center
- Bike safety programs for youth
- Bikes for in-need residents
- Highway and urban bike lane safety
- New trail construction (e.g., Western Gateway Trail Project)
- Trail maintenance
- Trail user assistance
- Healthy and environmentally-conscious lifestyle
- Environmental preservation

