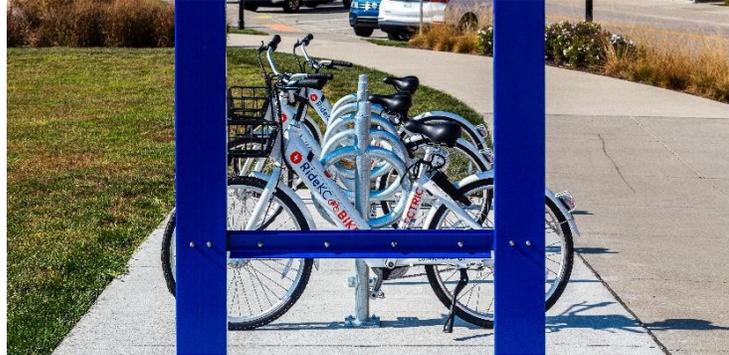


# 2021 Lenexa Bicycle Sharing Program

**Get your company's name out in front of thousands of people by sponsoring one or more of Lenexa's new E-bikes.**



The City of Lenexa has partnered with Bike Share KC for a program to offer electric-assist bikes (also known as E-bikes) to offer residents and visitors opportunities for transportation, recreation and fitness. It will also increase the visibility of biking in Lenexa and the KC Metro area and raise awareness of safety, accessibility, public health and transportation.

Rental hubs are located in the following locations throughout the city:

- Black Hoof Park, Oak Shelter Parking Lot
- Black Hoof Park, Stone Wall Shelter Parking Lot
- Lenexa Civic Campus, trail west of the Lenexa Rec Center
- Central Green Park entrance
- Little Mill Creek Park
- Sar-Ko-Par Trails Park, east of Legler Barn
- Sar-Ko-Par Trails Park, Grand Pavilion parking lot
- Old Town Lenexa, east of the historic business district

These hubs and bicycles were ready to use starting Oct. 1, 2020. The bikes will be available through Nov. 30 and stored indoors through the winter. The bikes will be available in the spring starting no earlier than March 1, 2021.

For more information on the RideKC Bike program, go to [RideKCBike.com](https://www.RideKCBike.com).

# 2021 Sponsorship Levels

## Pricing and Benefits

\*Two sponsors per bike and/or sign will be allowed

System - \$40,000 per year

- Branding on all 8 station signs
  - Logo included on the sign
- Branding on all 30 bikes
  - Logo included on sticker located on the inside basket of the bike
- Inclusion on promotional materials
- Included on Lenexa website

Platinum - \$6,000 per year

- Branding on 5 bikes
  - Logo included on sticker located on the inside basket of the bike
- Inclusion on promotional materials
- Included on Lenexa website

Gold - \$5,000 per year

- Branding on one station sign
  - Logo included on the sign
- Inclusion on promotional materials
- Included on Lenexa website

Silver - \$1,000 per year

- Branding on one bike
  - Logo included on sticker located on the inside basket of the bike

## **Submission/Proposal Information**

- Proposals must be submitted by e-mail to Mandy Danler, at the email address listed below
- Each e-mailed proposal must list "Proposal for Sponsorship – E-Bikes"
- For additional information, contact:  
**Mandy Danler, Recreation Superintendent**  
**17201 W. 87<sup>th</sup> St. Pkwy., Lenexa, KS 66219**  
**Email: [mdanler@lenexa.com](mailto:mdanler@lenexa.com)**  
**Phone: 913.477.7120**

## **Additional Requirements**

- All sponsorships are subject to the City Sponsorship Policy. Appendix A, included below, is a brief highlight of the rules and criteria applicable to individuals and entities who are interested in submitting a sponsorship proposal. **Prior to submitting a proposal, interested individuals or entities are advised to read the City Sponsorship Policy, Governing Body Policy Number GB-Gen-1, in its entirety.** A copy of the City Sponsorship Policy is available at [www.lenexa.com](http://www.lenexa.com). The City is not obligated to review any proposal submitted and may accept or reject any proposal which does not meet the criteria of the City Sponsorship Policy.
- Sponsors must execute the City's standard form agreement.
- The City is under no obligation to approve or accept any Sponsorship proposal and reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the terms of the City Sponsorship Policy.

**CITY SPONSORSHIP POLICY QUICK REFERENCE**

This document is intended to highlight the rules and criteria stated in the City Sponsorship Policy (“Policy”) applicable to Individuals and entities (“Applicant(s)”) interested in submitting a sponsorship proposal. **Applicants are advised to read the Policy, available at [www.lenexa.com](http://www.lenexa.com), in its entirety prior to submission of a sponsorship proposal.** In all cases, the City reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the Policy. The City is under no obligation to approve any sponsorship proposal. In addition, the City reserves the right to terminate any accepted sponsorship at any time if, in the City’s sole discretion, continuation of the sponsorship is not in the best interests of the City.

**The City will not accept a sponsorship from an Applicant that is engaged in any of the following activities:**

- Involved in the manufacture, distribution and wholesaling of cigarettes, tobacco products, and vapor products;
- Involved in the manufacture, distribution, and wholesaling of alcohol, except where alcoholic beverages have been authorized for sale and consumption on the premises;
- Involved in the manufacture, distribution, and wholesaling of firearms;
- Whose business is solely or substantially derived from the sale of pornography;
- Involved in the advocacy or endorsement of candidates or campaigns pertaining to political elections

**The City considers the following criteria when evaluating a sponsorship proposal for acceptance or rejection:**

- The compatibility of the Applicant’s mission, product and promotional goals with the City's Community Vision, Mission, Values, Ordinances, and Policies;
- The compatibility and appropriateness of the Applicant's mission, product and promotional goals with the City program, event or personal property to be sponsored;
- The compatibility of the Applicant’s proposal with the standards, aesthetic values and visual integrity of City property and expectations of users;
- The Applicant’s past record of involvement in the community and City projects;
- The timeliness or readiness of the Applicant to enter an agreement;
- The actual value, in cash or in kind goods or services, of the proposal in relation to the benefit of the Applicant and the City; and
- The City’s operating and maintenance costs, including staff time or other additional responsibilities associated with the proposal;
- The inclusion of conditions that would limit the City’s ability to enter into agreements with other sponsors or to carry out its functions fully and impartially; and
- The potential for public perception of partiality, impropriety or implied relationship between the City and the Applicant other than for the limited purpose of the sponsorship.

**Sponsorship messages by an approved sponsor shall not contain any one or more of the following:**

- Advocacy or endorsement of candidates or campaigns pertaining to political elections;
- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials;
- Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company or organization;
- Implication of endorsement by the City or City employees;
- Content which is false, misleading, deceptive or which otherwise relates to an illegal activity; or
- Language or descriptive material which taken in form and context is deemed to be contrary to community standards.