



VISION ZERO PHL CONFERENCE 2023

CREATING AN EQUITABLE
FUTURE WITH
ZERO TRAFFIC FATALITIES

March 31st, 2023

9:00am to 3:30pm

TEMPLE
STUDENT
CENTER
SOUTH

Join the conversation
about improving street
safety in our city!





WHAT IS VISION ZERO?

The goal of Vision Zero is to reduce the number and severity of traffic crashes that occur in Philadelphia each year, with the goal of eliminating traffic deaths. Vision Zero policies aim to make all road users feel safe and comfortable using the street.

THE 2023 CONFERENCE:

The 2023 Vision Zero PHL Conference will feature 40+ industry and community leaders in the areas of public health, engineering, and planning. Over the course of two plenary sessions, and six break-out sessions, speakers will discuss innovative policies and projects that address equity as our city seeks to eliminate traffic fatalities.



Photo courtesy of oTIS

EXCELLENT EXPOSURE

The 2023 Vision Zero PHL Conference brings your brand face-to-face with political and community leaders and a motivated, savvy audience through an exclusive cocktail reception with speakers and panelists on March 30; on-site direct marketing to conference attendees; conference program ads; and website, social media, and email newsletters (14K+ households) promoting the event.

2023 Mayoral Candidate Panel

All mayoral candidates will be invited for a moderated discussion on sustainable mobility and transportation following the conference program.



WHO WE ARE:

The **Bicycle Coalition of Greater Philadelphia (BCGP)** leads the movement to make bicycling safe and healthy for anyone who wants to ride in Greater Philadelphia. We envision the Philadelphia region as a place where anyone can enjoy a safe and fun bike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. We work toward a reality where bicycling is an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region.

VISION ZERO PHL CONFERENCE 2023

SPONSORSHIP OPPORTUNITIES



- **Corporate name recognition** as the Presenting Sponsor of the 2023 Vision Zero Conference
- **Keynote recognition** and opportunity for 5 minute introduction
- **Logo** on event signage, conference program, webpage, media releases, and social media promo
- **Full-page ad** and full page of content in program book
- **Invitation** to VIP cocktail reception
- **20 tickets** to the Vision Zero Conference and **20 1-year BCGP memberships** for employees
- Opportunity to poster and/or table at the conference (sponsor expo located in main conference room)



Photo courtesy of oTIS

- **Keynote recognition** as Platinum Sponsor
- **Logo** on event signage, conference program, webpage, media releases, and social media promo
- **Full-page ad** and half page of content in program book
- **Invitation** to VIP cocktail reception
- **10 tickets** to the Vision Zero Conference and **10 1-year BCGP memberships** for employees
- Opportunity to poster and/or table at the conference (sponsor expo located in main conference room)



Photo courtesy of oTIS

- **Keynote recognition** as Gold Sponsor
- **Logo** on event signage, conference program, webpage, media releases, and social media promo
- **Full-page ad** in program book
- **Invitation** to VIP cocktail reception
- **8 tickets** to the Vision Zero Conference and **8 1-year BCGP memberships** for employees
- Opportunity to poster and/or table at the conference (sponsor expo located in main conference room)



Photo courtesy of oTIS

- **Logo** on event signage, conference program, webpage, media releases, and social media promo
- **Half-page ad** in program book
- **Invitation** to VIP cocktail reception
- **6 tickets** to the Vision Zero Conference and **6 1-year BCGP memberships** for employees
- Opportunity to poster and/or table at the conference (sponsor expo located in main conference room)



- **Logo** on conference program, webpage, media releases, and social media promo
- **Half-page ad** in program book
- **Invitation** to VIP cocktail reception
- **2 tickets** to the Vision Zero Conference and **2 1-year BCGP memberships** for employees
- Opportunity to poster and/or table at the conference (sponsor expo located in main conference room)



- **Logo** on conference program, webpage, and social media promo
- **1/4-page ad** in program book
- **Invitation** to VIP cocktail reception
- **1 ticket** to the Vision Zero Conference and **one 1-year BCGP membership**
- Opportunity to table at the conference (sponsor expo located in main conference room)

Commitments encouraged by March 3

Poster applications due by Feb 10

\$150 poster fee waived for all Sponsors at Bronze Level and above.

Please direct all inquiries to:

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215-242-9253 ext. 301



**BICYCLE
COALITION**
OF GREATER
PHILADELPHIA