



Vibrant · Creative · Caring

### What is the Bike Valet?

The Town of Pelham is currently seeking local businesses to sponsor or operate this year's Bike Valet during Supper Market. The Bike Valet will help to encourage active transport among residents who plan on attending the Supper Market. Residents who arrive to the Supper Market via their bicycle will have the opportunity to leave their bike with the Bike Valet for safe-keeping during the event. Bikes will be stored in an orderly fashion and marked with an identification number to ensure they are returned to their owner. There will be an on-site Town of Pelham coordinator to help set-up and oversee the Bike Valet.

The Bike Valet is an excellent opportunity for local businesses to give back to the community while being able to promote to residents. Interested businesses can contribute in the form of sponsorship and volunteers, or just volunteers. Businesses can sponsor one Bike Valet per month (up to a maximum of four times) during the course of the summer. The Bike Valet will start on Thursday, June 21 and will run every Thursday night until September 6<sup>th</sup>. Hours of operation for the Bike Valet are 5:00-9:30pm. Bike Valet sponsors will be awarded on a first come, first served basis. Approved sponsors will have the opportunity to display a sign and hand out brochures or business cards on their designated night(s).

Sponsorship comes in two forms:

1. A \$200 sponsorship, allowing the vendor to display a sign and hand out promotional materials.  
Sponsor can provide volunteers if they would like
2. Providing volunteers to operate the bike valet, allowing the vendor to display a sign and hand out promotional materials.

### Responsibilities of the Sponsor

- Tag bikes with identification numbers
- Ensure bikes are stored safely to avoid causing damage to bikes/ property
- Ensure adequate supervision of the Bike Valet station to prevent theft of bike(s)
- Abide by all Town of Pelham policies and by-laws while on the premises
- Honour and abide by the sponsorship contract

### Responsibilities of the Town of Pelham

- Provide tables, tent, and identification numbers to the sponsor
- Provide an A-frame stand for sponsor signage
- Promote your business through social media and the Town of Pelham website
- Provide an on-site coordinator to support volunteers
- Honour and abide by the sponsorship contract

From the Department of



Recreation, Culture  
& Wellness



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### Bike Valet Application

\_\_\_\_\_ would like to sponsor the Bike Valet on the evening(s) of (once per month, maximum of four times June – September) \_\_\_\_\_.

Please select from one of the following sponsorship options:

- \$200.00 Donation
- Volunteer Support

If you are offering volunteer support, how many volunteers are you providing: \_\_\_\_\_

If you have any questions or concerns, or to return your completed application please contact:

Town of Pelham Recreation, Culture and Wellness Department  
Jodi Hendriks  
jhendriks@pelham.ca  
Phone: 905-892-2607 ext. 341  
Fax: 905-892-5055

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Business Owner/ Operator

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Signature

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Date

From the Department of

