

No one likes sitting in traffic.

Way to Go helps commuters get moving.

waytogo

Program of DRCOG

Way to Go provides Denver-area employers with free, reliable and easy-to-use commuter resources to ensure their employees avoid traffic congestion. Commute consultants offer transit trip planning, carpool matching, biking tips, telework strategies and more. Way to Go also hosts high-profile events and campaigns year-round, including one of the nation's largest Bike to Work Day celebrations and monthly commuter challenges.

Yearly audience data



73,000 users on Way to Go websites

170,400 page views on Way to Go websites

4,000 Facebook followers



6,700 Twitter followers

1,300 Instagram followers

3,300 LinkedIn followers



52,000 newsletter subscribers

Bike to Work Day



19,000 riders



532 companies in the Business Challenge



256 stations



96,994 webpage views



24% of participants are first-time riders



If you need digital accessibility assistance, submit a request at drcog.org/access or call 303-455-1000. Please expect a response within 72 hours (three business days).

Opportunities

Way to Go has simple, straightforward and customizable ways for you to become a partner. Ready to sign up? **Pledge your sponsorship at drcog.org/Sponsor-WTG.**

Eco Explorer / \$500

- Logo and one-time shoutout in monthly challenge email.
- One custom social media highlight.

Pedal Partner / \$5,000

- Logo on Bike to Work Day T-shirt and five T-shirts for your team.
- Logo on Bike to Work Day website.
- Logo in Bike to Work Day emails.
- Logo on Bike to Work Day sponsor "Thank You" banner.
- Logo on pre-event advertisements or signage.
- Two custom social media highlights.

Other requests? Contact the Way to Go team at WayToGo@drcog.org.

Sustainable Trailblazer / \$2,500

- Logo on Bike to Work Day T-shirt and two T-shirts for your team.
- Logo on Bike to Work Day website.
- Logo in Bike to Work Day emails.
- One custom social media highlight.

Clean Commute Champion / \$10,000

- Logo on Bike to Work Day T-shirt and 10 T-shirts for your team.
- Logo on Bike to Work Day website.
- Logo in Bike to Work Day emails.
- Logo on Bike to Work Day sponsor "Thank You" banner.
- Mention in Bike to Work Day press release.
- Logo on the bottom of each monthly challenge email for a year.
- Four custom social media highlights.

