



ASSOCIATION OF PEDESTRIAN
& BICYCLE PROFESSIONALS

Expertise for Active Transportation

2021 Webinar Sponsorship Packages

WHO WE ARE

The Association of Pedestrian and Bicycle Professionals is the professional home for pedestrian and bicycle professionals. The mission of APBP is to grow the pedestrian and bicycle profession and its influence by facilitating the exchange of professional and technical knowledge, elevating practitioners' skills and defining the field. The organization boasts 1,000 members in the United States and Canada, as well as other countries around the globe who serve as decision-makers in contracting for services, plans, and products.

WHAT WE DO

APBP members work at all levels of government, in manufacturing, and as consultants, advocates, researchers, and students in a wide range of disciplines: transportation planning and engineering, urban design, landscape architecture, public health, active living, and Safe Routes to School.

Our members embody the expertise to move active transportation forward.

FROM THE MEMBERS

"It was practical information that I can apply in my work."

"APBP gave us resources to implement new ideas."



PHOTO CREDITS
Left to Right: Ethan Melone, Nick Falbo

2021 APBP WEBINAR PROGRAM

APBP offers an annual webinar program consisting of monthly trainings designed to enhance attendees' knowledge on relevant and timely topics in the active transportation profession. The technical training presented each month by top-notch leaders in the field build capacity for sustainable transportation and provide continuing education opportunities to our diverse membership.

2021 webinar topics include:

- Walk Audit Facilitators Guide
- Pedestrian Safety Crisis
- Making Intersection & Crossings Safe and Efficient
- Defining the Relationship Between Bicycle Infrastructure and Gentrification

REACH YOUR AUDIENCE

APBP is offering three different sponsorship packages for our webinar series. See details in the chart on the next page.

TRANSFORMERS

\$5,000

SUSTAINERS

\$2,000

SUPPORTERS

\$500

FROM THE MEMBERS

“I enjoyed the robust Q&A session that occurred following the presentations.”



PHOTO CREDITS

Left to Right: Eric Lowry, Geneva Hooten

APBP 2021 WEBINAR SPONSORSHIP BENEFITS

	Transformers \$5,000	Sustainers \$2,000	Supporters \$500
Ability to present for 3-5 minutes at the beginning of one webinar to talk about your portion of the industry and the direction it's heading as well as introduce the speakers	✓		
Ability to include a handout in webinar materials	For 2 webinars	For 1 webinar	
Ability to submit questions during the webinar registration process and receive the results	2 questions for 2 webinars	2 questions for 1 webinar	
Logo included on pre-webinar promotional emails and post-webinar follow up emails (all 12 months)	✓	✓	
Free registration(s) to 2021 series of webinars (all 12 months)	2	1	
Featured article(s) in weekly e-newsletter	4	2	1
Logo included on webinar opening slides (all 12 months)	✓	✓	✓
Social Media posts with thanks to sponsor	✓	✓	✓

Our webinars have averaged well over 350 attendees per month (consisting of both members and non-members) since their inception almost ten years ago. APBP is a trusted and valuable source of education and an excellent way for your company to reach a wide range of transportation professionals!

FROM THE MEMBERS



“Professionals speaking about real projects...”

“I loved that the information was so applicable...”



PHOTO CREDITS

Left to Right: Evan Manvel, Jody Keenan, Kimberly Fisher

SIGN UP FOR AN APBP WEBINAR SPONSORSHIP TODAY

Be sure to book your APBP Webinar Sponsorship by January 30 in order to receive the full extent of all your benefits!

CONTACT

For more information on our 2021 packages or to place your sponsorship order, please contact:

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PHOTO CREDITS

Left to Right: Nancy Winkelman, Ann Pierce, Bob Patten, Jesse Boudart