

# City of Richmond



**LEVAR M. STONEY**  
MAYOR

August 15, 2017

Dear Richmond Business Leader:

The City of Richmond is deploying a new bike share system this summer, making a large fleet of bikes available citywide for residents and visitors. RVA Bike Share will provide a smart and fun way to commute and get around. Bewegen, an industry bike share leader, will operate the new system.

We are proud to support this initiative as it reinforces Richmond as the forward thinking and environmentally conscious city we are today.

Through this progressive public-private partnership, we will provide 440 bikes at more than 40 stations to ensure citywide access. Nevertheless, the long-term sustainability of RVA Bike Share will require sponsorship advertising and partnership support from our local business community, similar to that found in other cities leading the way in bike sharing, like Baltimore and Birmingham, Ala.

Bewegen provides a variety of options to achieve this sustainability, from branding options on bikes and docks to station partnerships and more (up to and including opportunities to sponsor the entire system). CarMax, the city's first partner, has recently committed to a station sponsorship. I am committed to RVA Bike Share, and I am now asking our business and corporate citizens to join us in making our bike sharing initiative a success.

Bike share systems are a great asset to communities and provide a very unique means of advertising. Please consider this as a way to help us build a healthier and even more eco-friendly Richmond.

Please visit [rvabikes.com](http://rvabikes.com) to learn more or contact Bewegen directly at (844) 323-3349 for sponsorship information.

Thank you for your time and consideration.

Sincerely,

Levar M. Stoney