



BIKE TO WORK DAY 2026

FRIDAY, MAY 15

Website

www.biketoworkmetrodc.org

Contact

tmcphail@nbtmd.org

Pit Stop

North Bethesda at Pike & Rose



ABOUT THE EVENT



Date & Time:
Friday, May 15th,
2026 from
6:30 am – 8:30 am

Location:
Pike & Rose –
Parking lot on
Prose Street
behind Pinstripes

**Estimated
Attendance at
Pike & Rose:**
over 200 cyclists

Spring is here, and that means Bike to Work Day is just around the corner! Bike to Work Day is an event where thousands of people get on their bicycles nationwide in an effort to get commuters to try bicycling to work as a healthy and safe alternative to driving alone. The North Bethesda Transportation Center's pit stop is a part of the Washington region's event. Pike & Rose is hosting the event, and that means all of you are all invited to participate! Please consider being a sponsor of the North Bethesda at Pike & Rose pit stop.

This exciting opportunity is free!

To participate, please fill out the attached form and send it to Traci McPhail at tmcphail@nbtmd.org. More information on the regional Bike to Work Day event can be found at www.biketoworkmetrodc.org. If you have questions, please reach out to Traci!



PARTICIPATION OPPORTUNITIES & BENEFITS FOR SPONSORS

There are different ways you can participate in the event!

Participation Opportunities

- Table at the event with a giveaway (food item, branded item, business information)
- Provide coupon or literature about your company to be included in the bag given to each participant (250 copies needed)
- Provide a gift card or other merchandise for a drawing at the event

Participation Benefits

- Access to potential customers when the neighborhood would otherwise be quiet
- Logo included on marketing materials from North Bethesda Transportation Center and featured on the pit stop webpage
- Chance to be featured in an NBTC newsletter
- Name announced throughout the event
- Opportunity to address the attendees at the event
- Sponsor "passport" contest

Last Year's Sponsors

- Bender JCC of Greater Washington
- Bethesda Green
- Call Your Mother Deli
- Caruso's Grocery
- Montgomery County Ride On
- Office of Home Energy Programs
- Onelife Fitness
- Owen's Tavern & Garden
- Pike District Partnership
- REI
- Strathmore
- Sweathouz
- WABA

Host - Pike & Rose

BIKE TO WORK DAY SPONSORSHIP FORM

FREE!

Please choose at least one:

- FOOD:** Bagels, fruit, yogurts, power bars, or assorted pastries
- BEVERAGE:** Bottled water, coffee, or juice
- OTHER:** Store gift certificates, coupons, or merchandise

Company/Organization: _____

Staff Contact: _____

Address: _____

City/State/Zip: _____

Email: _____

Phone Number: _____

We will manage a table during the event **Yes** **No**

Authorization to Use Company Name and Logo

Name: _____

Title: _____

Signature: _____

Please email a high resolution copy of your logo to Traci McPhail at tmcphail@nbtmd.org. Giveaway bags with your marketing materials will be distributed to all registered cyclists.