

Meals on 2 Wheels Sponsorship



BIKES for KIDS
WISCONSIN

A Program by Bikes for Kids Wisconsin

Meals on 2 Wheels (M2W) is a new program by Bikes for Kids Wisconsin that delivers groceries from local food pantries by bicycle to those most in need in our community. Our fleet of volunteer riders will be on e-bikes and cargo bikes, with trailers, will deliver 160–320 lbs. of groceries on weekdays, efficiently, sustainably, and with compassion. The River Food Pantry will be our first partner, with plans to expand to an additional site, dependent upon our fundraising success.

At its core, *Meals on 2 Wheels* is about more than delivering groceries, it's about building healthier and more connected communities. Our riders will pedal with a purpose, uniting their love of cycling with a mission to ensure no one in our community goes hungry. This program nourishes both the people receiving food and the volunteers delivering it, creating a ripple effect of wellness, dignity, and shared humanity.

Program Goals & Impact

Launching in April 2026, *Meals on 2 Wheels* will operate through October, partnering first with The River Food Pantry. We aim to raise \$120,000 to launch the program, support fleet equipment, staffing, volunteer coordination, and operational costs for our first year.

Your Sponsorship Supports:

• Program Administration	Supporting our full-time administrator
• Equipment and Supplies	Totes, coolers, ratchet straps, and hauling materials
• Fleet Maintenance	Repairs, tires, brakes, and upkeep for bikes and trailers
• Branding and Outreach	Signage on vehicles and trailers, visibility for sponsors
• Volunteer Engagement	Branded vests & t-shirts, appreciation events, retention activities
• Fleet Purchase	Four e-cargo bikes with utility trailers (\$18,000 total)

We're inviting corporate sponsors to contribute at the \$10,000 level for three years of sponsorship.

If there is another amount meaningful to your organization, please don't hesitate to propose it. Primary sponsors will receive logos on branded trailers, and these benefits along with all other sponsors:

- Recognition on program materials
- E-newsletter recognition
- All BFK digital platforms
- Branding on delivery t-shirts

Let's ride toward a community where everyone has access to nutritious food, powered by volunteers pedaling with a purpose. To discuss sponsorship or to learn more, contact:

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(608) 444-8641 call or text

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