WAY TO GO

Green Commute Challenge

October 1-31, 2026

Sponsorship Invitation

About WAY TO GO

WAY TO GO is a publicly funded program that provides commuter resources to individuals and employers in the Kansas City metropolitan area — helping promote transportation options available to area workers.

Established in 1980, the program serves commuters in nine counties and 119 cities in the bistate region. WAY TO GO offers free carpool matching and trip planning services for anyone who lives, works or attends school in the greater Kansas City metro or within 75 miles of downtown Kansas City, Missouri. See my.waytogokc.org.

Our Vision

WAY TO GO envisions a region where green transportation options are the best way to connect people to places.

Green transportation options that are affordable, equitable, imrpove community health and support economic opportunity.

Our Objectives

- **Better Health:** Improve community health by reducing harmful emissions and congestion and help commuters save money.
- **Optimize Resources:** Increase the usage of existing transportation solutions and build support for a network of robust services and options.
- **Increase Satisfaction:** Help Kansas City area employers maximize success and employee satisfaction while driving positive change across the region.
- **Culture Shift:** Foster a culture around green transportation through storytelling and education.

What is the Green Commute Challenge?

- A fun, free challenge to encourage people to take green commute options.
- A workplace culture-building activity that promotes healthy living and exercise through friendly competition with other workplaces in the region.
- A great way to highlight local businesses through incentives and prizes given to Green Commute Challenge participants.

Benefits of Sponsorship

- Demonstrate your organization's leadership in building a greener, more prosperous future for the Kansas City metro area.
- Reach like-minded leaders and position your organization at the forefront of our region's evolving conversation around transportation and the environment.
- Support employees by helping them save money on commuting and improve workplace culture and sense of camaraderie.

By sponsoring the Green Commute Challenge, you play an important role in creating a greener and healthier Kansas City region.

Your dollars will support WAY TO GO's work during the challenge and throughout the year to encourage commuters to transform their daily habits and give employers the tools they need to support their workforce.

Our sponsors help us:

- Promote the Green Commute Challenge to expand its reach and impact.
- Purchase prizes from local vendors to support small businesses and incentivize new commuter habits.
- Celebrate mobility options in the Kansas City area through events and pop-ups.
- Award companies that show great leadership in green commuting in our region.
- Support our programs throughout the year, such as outreach events and public engagement opportunities.

By the Numbers

Nearly 13,000 people from more than 700 employers have participated in the Green Commute Challenge since it began in 2008.

In **one month**, 2025 challenge participants:

Saved nearly $33,000 on gas

Reduced more than 47,000 vehicle miles traveled

58% were new participants!

Our impact continues to grow! Last year's efforts saved 20 tons of CO_2 emissions (nearly quadruple the average usage emitted by an American household).

Challenge Sponsorship Levels

You can expect a range of benefits including promotion of your brand among participants, as well as networking and thought leadership opportunities.

	Regional Mobility Champion $3,000	Green Transport Titan $2,000	Commute Impact Patron $1,500	Clean Air Advocate $500
Email, Social Media and Website Promotions				
Featured on WAY TO GO and MARC social media, email and websites*	●	●	●	
Logo listed on weekly challenge email updates	●	●	●	
Sustainability efforts featured in weekly email updates	●	●		
Press Release				
Named in press release	●	●	●	●
Quote in press release	●			
Events				
Sponsor a pop-up challenge event	●	●		
Sponsor a commuter breakfast station	●	●	●	●
Honored and given time to speak at finale celebration	●			
Video Storytelling				
Video spotlight about company shared on WAY TO GO and MARC social media and e-newsletter	●			

*all sponsors will be featured on the WAY TO GO website

Want to support the cause within your budget?

Each year, generous businesses offer a discount to green commuters throughout the month of October or donate items to be used for the weekly prize drawings. Let us know if you're interested in becoming a business partner. You will receive a dedicated social media shout out and mention in our press release.

Challenge Schedule and Programming

Are you ready to help us lead our region toward a greener commute?
Here's what to expect of your sponsorship of the Green Commute Challenge.

Before the Challenge

- We'll keep sponsors, donors and partners informed about developing details in programming, events and outreach opportunities with biweekly emails.
- We'll host a call to touch base with sponsors and partners, and get your feedback leading up to the challenge.
- Help us spread the word! Recruit your stakeholders, partners, competitors and neighbors to join the challenge and expand our impact. We can provide promotional materials.
- In late August, WAY TO GO will begin our marketing and media push for team sign-ups.
- WAY TO GO will provide each team with a starter kit, as well as offer webinars and hands-on assistance to create teams and recruit participants.

During the Challenge (October 1–31)

- WAY TO GO will post prize updates to Facebook, Twitter/X and Instagram and send a weekly e-blast with recent results and sponsor spotlights.
- Promotion will continue into the early part of the challenge. We will keep sponsors and partners updated on placements and outreach opportunities.
- We will have themed weeks focusing on biking, teleworking, transit and carpooling. Activities, prizes and outreach will correspond to that week's transportation mode theme.
- We will host educational, networking and pop-up events throughout the challenge.

After the Challenge

- A finale celebration will take place after the conclusion of the challenge. All participants, sponsors, donors and partners are invited.
  - We will give out awards and final prizes to teams and participants.
  - We will recognize sponsors and give platinum level sponsors the opportunity to speak at the finale celebration.
- We will provide final results and insights from our participant survey to sponsors in the months following the challenge.

For more information about sponsorship, contact:

Lynelle Haugabrook | Program Coordinator, WAY TO GO
lhaugabrook@marc.org | 816-701-8201

2025 Sponsors & Partners

BIRD

EC KS

City Barrel Brewing Company

Bicycle Depot KC

COMMUTE with enterprise

Johnson County Kansas Transit

HNTB

Lamp Rynearson

SOAP Refill Station Kansas City, MO

Waldo Pizza Kansas City's Great Little Place for Pizza

EC KS

café corazón Coffee and Yerba Mate Kansas City

Mother Earth Coffee

Waterbird Coffee Co. KC MO

Blip Roasters

McLain's Bakery Since 1945

Screenland Armour Kansas City's Movie House

Kansas City Zoo & Aquarium

Previous Supporters

All Services Home Health
All Weather Control
Amazon
BikeWalkKC
Bird
BioLife
Black & Veatch
Blip Roasters
Cascade Hotel
Carolyn's Pumpkin Patch
CBIZ
Cerner Corporation
Charlie Hustle
Burns and McDonnell
Children's Mercy
City of Kansas City, MO
City of Mission, KS
City of Overland Park, KS
Commerce Bank
Cook Flatt & Strobel Engineers
Custom Truck One Source
Dake Wells Architecture
Diamon Merckens Hogan
Dwight D. Eisenhower VA Medical Center
Eurofins
FireBoard Labs
FORVIS LLP
Garmin
GFT
Goodwill
Hallmark
HDR Inc.
Helzberg Diamonds
HNTB
HOK International
Homebase.ai
Hydrogeologic
Infegy
Johnson County Community College
Johnson County Government
Johnson County Library
Kansas City Art Institute
Kansas City Public Library
Kansas City Zoo & Aquarium
Kansas City, Kansas Public Library
KC Streetcar
KCI Airport
Kearney R-1 School District
Kiewit Infrastructure
KinderCare Learning Centers
Linda Hall Library
LTD Signs and Graphics
Made in KC
Marriott
Mega Wash
Messenger Coffee
Metro Lutheran Ministry
Midwest Cyclery
Missouri Department of Conservation
MoDOT
Museum at Prairiefire
Netsmart Technologies
Overland Park Regional Medical Center
Ozark National Life
Pinnacle Career Institute
RoKC Climbing Gym
Screenland Armour
Sequence Climbing
SFS Architecture
Shive-Hattery
Shook, Hardy & Bacon LLP
Signal Theory
SOAP Refill Station
SS&C
Spencer Fane LLP
Spin
Story
St. Paul's
Stinson
St. Teresa's Academy
Sumner Academy of Arts and Science
Support KC
Sutherlands Lumber
The Offices at Park 39
TranSystems
UMB Bank
UMKC – Center for Neighborhoods
Unified Government of Wyandotte County and Kansas City, KS
U.S. Environmental Protection Agency
University of Kansas
University of Kansas Cancer Center
University of Kansas Medical Center
University of Missouri-Kansas City
Uptown Theater
Urban Hikes
VA EASTERN KANSAS HEALTHCARE SYSTEM
Waldo Pizza
Wallace Design Collective
WeWork
World War I Museum
WSP
Zarda

WAY TO GO

WAY TO GO is a program of the Mid-America Regional Council.

MARC
MID-AMERICA REGIONAL COUNCIL