

Repurposing Rickenbacker Causeway Into Rickenbacker Park.

What Its About.

Repurposing Rickenbacker Causeway into Rickenbacker Park exhibit invites visitors to imagine the conversion of Rickenbacker Causeway into Rickenbacker Park. Curated and sponsored by Plan Z for Miami, a nonprofit foundation, the exhibit is an interactive and informative community platform that seeks to inspire city officials and residents to think more resourcefully about the untapped potential in existing urban landscapes. By reprogramming, re-imagining and expanding the capabilities of an existing structure and system in the city, Plan Z seeks to meet the increasing needs of urban residents and visitors in new, resourceful and resilient ways.

Why This Matters.

Exercise keeps us healthy and sane but on Miami's Rickenbacker Causeway it can kill. The Rickenbacker Causeway has the same road classification as US-1. At the same time, it is one of the most populous recreational amenities in the state, attracting hundreds of thousands of pedestrians, joggers, walkers, and cyclists a year. An annual report produced by the National Complete Streets Coalition found that Florida's four biggest cities—Miami, Jacksonville, Tampa-St Petersburg and Orlando—are the four most dangerous places to be a bicyclist and/or pedestrian in America. Florida's death rate for cyclists is three times higher than the national rate, and the rate for pedestrians is twice the national number. In South Florida, 1,539 cyclists and pedestrians were killed between 2003 and 2012.

Plan Z for Miami aims to increase overall awareness of issues of traffic safety and impacts of dangerous road behavior; will facilitate a culture shift toward shared responsibility in road safety, the preventability of traffic deaths, and the idea that even one traffic death is unacceptable; and, motivate safer traffic behavior among all those who travel, regardless of transportation mode, on Rickenbacker Causeway





**HOW YOU
CAN BECOME
PART OF THE
SOLUTION.**
planzmiami.com

Come to our Exhibition. **March 3rd through May 14th 2017.** **Coral Gables Museum.**

Sponsorship benefits may include, but are not limited to, the following (Please note that your specific benefits will be contingent upon the terms of your customized sponsorship package):

- Recognition on Plan Z web page
- Recognition on Plan Z's Donors Wall
- Recognition on Plan Z's Exhibition Opening Night
- Recognition during Plan Z's Private reception with Copenhagenize's Mikael Colville-Andersen
- Opportunity to host an event at Coral Gables Museum tied to the exhibit(s)
- Coral Gables Museum guest admission passes
- Private, guided tour of Plan Z exhibit given by Bernard Zyscovich, FAIA

Health and Wellness.

Community health and wellness should be a safe, shared urban experience. Plan Z for Miami considers the availability and access to nature not just as a mere urban amenity but recognizes its vital importance and impact on individual and community health and wellbeing.

Today, we are facing an unprecedented epidemic of obesity, along with related chronic diseases such as diabetes. Heart disease and strokes continue to be the leading cause of death in the United States and recently overtook infectious diseases as the leading cause of death globally. Creating new ways to enhance the quality of urban life is imperative to the health and well-being of our community. Through the development of Plan Z for Miami, we are discovering increasing mobility and cultural preferences as part of evolving urban lifestyles. Citizens, including resident families, athletes, and visitors, want the opportunity to escape the city without leaving. Plan Z for Miami would generate acres of safe recreation without impeding traffic flow and without acquiring new Bayfront.

Plan Z for Miami will transform a single purpose infrastructure into a multi-modal recreational asset turning Rickenbacker Causeway into Rickenbacker Park. Plan Z for Miami would convert the present outdated, dangerous, single use transportation corridor into an inspiring multipurpose amenity. The connected scenic road would run through a park with safe, uninterrupted waterfront access and beautiful views as part of our daily experience. Such a resource is paramount to Miami's quality of life.

***For more information on partnering to build a sponsorship package tailored to your preferences,
Please contact: Grace Perdomo (GPerdomo@Zyscovich.com) or Aymee Zubizarreta (AZubizarreta@Zyscovich.com).***

Plan Z for Miami

Sponsorship Information.

Join us as a valued sponsor of our exhibition at the Coral Gables Museum.

We know that our local businesses, community organizations and corporate bodies have a genuine desire to give back to the local community and we greatly appreciate any support you may be able to offer. This exhibit is a way of building relationships within our communities and across the region.

We are targeting both locals and visitors through a range of multi-media avenues including social media, event listings, networks, newspapers and radio and television coverage. Sponsorship levels include:

Diamond:

\$10,000

Gold

**\$5,001
to
\$10,000**

Silver:

**\$2,501
to
\$5,000**

Bronze:

**\$500
to
\$2,501**

- Press Release acknowledgment of Sponsor; Naming Rights; logo on finishing tape
- Brief 'Company Info Block' on Event Web Page with link to company website; logo on advertising including print media, radio and press releases
- Opportunity to display Company Banner or Signage at the Event
- Logo printed on all promotional materials
- Logo acknowledgment on Plan Z Web Page
- Acknowledgment on Plan Z Facebook Page and Twitter Account

Plan Z Exhibition
March 3rd through May 14th 2017.

Coral Gables Museum. ➔

Plan Z for Miami

Sponsorship Form.

Name:

Address:

Business Phone:

Mobile:

Fax:

Email:

Organization:

Website:

Specification:

Sponsorship Areas.



Sponsorship Level:

Amount: \$



Event Goods/Services:



In-Kind Sponsorship:



Provision of Volunteers:



Other:

PLEASE SPECIFY



Name of Representative:

Position:



Signature:

Date:

Contribution Method.

