

13th Annual Winterfest

San Francisco Bicycle Coalition's
Auction & Member Party

Sponsorship Opportunity 2008 Winterfest

DATE
December 7, 2008

ATTENDANCE
1000+

MEDIA IMPRESSIONS
600,000

VENUE
SOMArts

934 Brannan Street (at 8th), San Francisco



Hundreds of bikes filled the valet parking lot at the 2007 Winterfest. Photo: Phillip Maisel

The San Francisco Bicycle Coalition

is a 10,000-member non-profit, grassroots advocacy organization working to transform San Francisco's streets and neighborhoods into safer, more livable places by promoting the bicycle for everyday transportation.

In the past 10 years, the SFBC has helped to double the number of bike lanes in San Francisco and double the number people biking for transportation. Bicycle ridership has increased by 15% overall in one year's time according to official city bicycle traffic counts.

For more about us, check out our web site at www.sfbike.org.

The San Francisco Bicycle Coalition's 13th annual *Winterfest* fundraising auction and membership party is the biggest annual bicycle bash in the Bay Area. Since 1995, *Winterfest* has more than quadrupled in attendance and has become the year's "must-go" event for our 10,000 members and the general San Francisco public.

Winterfest gives a seasonal boost to the biking community before the wet weather arrives, and allows us to come together to celebrate the SFBC's successes of the past year. The evening's festivities include a live auction with the top hot items and personalities, silent auction, live entertainment, nibbles and drinks.





Bicycles in the silent auction at Winterfest 2007. Photo by: Anita Bowen.

Sponsorship

Your sponsorship of the San Francisco Bicycle Coalition's *Winterfest* places you within a special group of companies – big and small – who share the excitement and passion for San Francisco's growing bicycle community – a community that not only embraces the bicycle, but also believes in efficient and green transportation for our city.

The SFBC works closely with its sponsors to develop programs that best meet your unique marketing and philanthropic needs. Through print, online impressions, and media exposure, *Winterfest* offers a wonderful opportunity to reach San Francisco's diverse audience and associate your company with a well-respected organization and the most popular event of the year!

Winterfest is more than just bikes!

Winterfest is a gathering of the San Francisco bicycle community celebrating another year of forward movement in making our city a great place for cyclists. In addition to reaching this diverse, enthusiastic and growing audience, your company will become part of this loyal community, and your business can grow as the SFBC continues to grow.

Wish List

- Folding Bikes
- Road Bikes
- City Bikes
- Single Speed Bikes
- Cruiser Bikes
- Panniers
- Rain gear
- Saddles
- Bike Repair Stands
- Trailers + Kids Product
- Wool Jerseys
- Gift Certificates
- Factory Tours
- Unique experiences
- Classes
- Custom Bike Builds
- Current Wheelsets
- Current Bike Components

Please no: T-shirts, logo-wear or multiples of one item

Donation Guidelines

Auction items must have a minimum retail value of \$50 per item. We cannot accept donations of more than one identical item from any one vendor. Please no floor samples.

Bike Donation Guidelines

The SFBC seeks a wide variety of bikes to fit the growing needs of our diverse biking community. We will only be accepting a total of 10 bikes this year. *Bikes must be exchangeable in size.*

Overview of Sponsorship Benefits

Sponsorship deadline: Oct. 31, 2008

Contact: Jodie Medeiros

415-431-2453 x.305

jodie@sfbike.org

Principal Event Sponsorship \$10,000 Cash contribution

Top billing as principal sponsor on the following:

- | | |
|--------|--|
| PRINT | <ul style="list-style-type: none"> Newspaper advertisements (reaching 100,000 viewers) Press release to 75 media outlets Tube Times newsletter pre-Winterfest coverage (24,000 viewers) 10,000 event postcards, 1,000 art postcards & 500 posters Tube Times newsletter post-Winterfest coverage (24,000 readers) SFBC's 2008 Annual Report (print and online) |
| ONLINE | <ul style="list-style-type: none"> Logo & link on SFBC homepage (reaching 75,000+ viewers) "Product of the Week" feature in the e-Biker Bulletin (14,000 recipients) Logo & link on SFBC Winterfest event webpage (2,500 daily viewers) |
| EVENT | <ul style="list-style-type: none"> Public thank you announcement (1000+ attendees) Banner proudly displayed (1000+ attendees) Program recognition |

Big Wheel \$7,500 - \$9,999 Split \$5,000 cash and product contribution

(To receive these benefits, Big Wheel Sponsorship must be secured Oct. 17, 2008)

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|---------|---|
| PRINT | <ul style="list-style-type: none"> Logo on 10,000 postcards & 500 posters Tube Times newsletter post-Winterfest coverage (24,000 readers) SFBC's 2008 Annual Report (print and online) |
| ONLINE | <ul style="list-style-type: none"> "Product of the Week" feature in the e-Biker Bulletin (14,000 recipients) Logo & link on SFBC Winterfest event webpage (2,500 daily viewers) |
| EVENT | <ul style="list-style-type: none"> Public thank you announcement (1000 attendees) Banner proudly displayed Program recognition |
| TICKETS | • 10 (\$200 value) |

Scorcher \$5,000 - \$7,499 Split \$2,500 cash + product contribution

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|---------|---|
| PRINT | <ul style="list-style-type: none"> Tube Times newsletter post-Winterfest coverage (24,000 readers) SFBC's 2008 Annual Report (print and online) |
| ONLINE | <ul style="list-style-type: none"> "Product of the Week" feature in the e-Biker Bulletin (14,000 recipients) Logo & link on SFBC Winterfest event webpage (2,500 daily viewers) |
| EVENT | <ul style="list-style-type: none"> Banner proudly displayed at Winterfest Program recognition |
| TICKETS | • 8 (\$160 value) |

Sprinter \$1,000 - \$4,999 Cash or product contribution

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|---------|---|
| PRINT | <ul style="list-style-type: none"> Tube Times newsletter post-Winterfest coverage (24,000 readers) SFBC's 2008 Annual Report (print and online) |
| ONLINE | <ul style="list-style-type: none"> Logo & link on SFBC Winterfest event webpage (2,500 daily viewers) |
| EVENT | <ul style="list-style-type: none"> Banner proudly displayed Program material recognition |
| TICKETS | • 6 (\$120 value) |

Cruiser \$500 - \$999 Cash or product contribution

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|---------|---|
| PRINT | <ul style="list-style-type: none"> Tube Times newsletter post-Winterfest coverage (24,000 readers) SFBC's 2008 Annual Report (print and online) |
| ONLINE | <ul style="list-style-type: none"> Logo and link on the SFBC Winterfest event webpage (2,500 daily viewers) |
| EVENT | <ul style="list-style-type: none"> Program recognition |
| TICKETS | • 2 (\$40 value) |

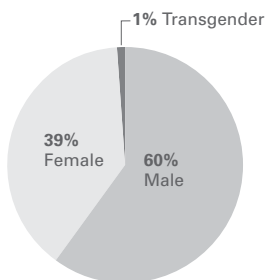
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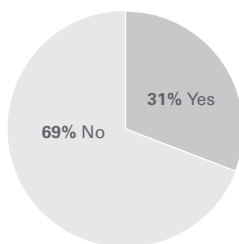
Left: SFBC volunteers busily check-in over 1,000 attendees at the 2007 Winterfest Party. Right: Kids and adults alike enjoy Winterfest. Photos by Anita Bowen

SFBC Membership Snap-Shot

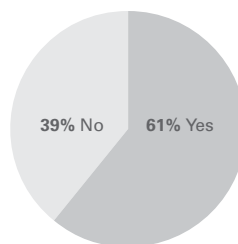
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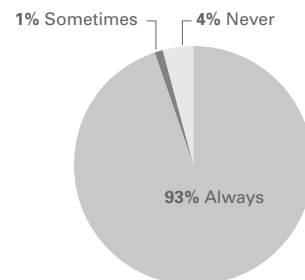
Homeowner



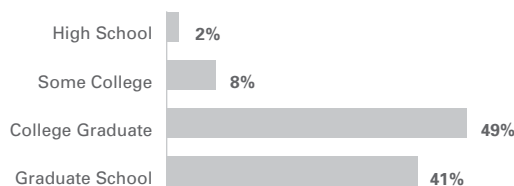
Car Owner



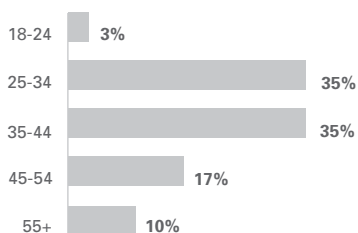
Recycles



Education



Age



Income

