



BIKE TO WORK DAY MAY 11, 2017

**SPONSORSHIP
DEADLINE
MARCH 31,
2017**

Biking in San Francisco has never been more popular. Thousands of people are making the choice to ride every day, and the combined impact has made our city a better place to live, work and bike. Bike Month is the time of year when we celebrate that positive change, encouraging as many people as possible to try biking to work, biking with their families, or participating in a fun ride for recreation.

Reach hundreds of thousands with your company's brand through print, event and online promotion when you sponsor San Francisco's Bike to Work Day, Bike Month, and Bike & Roll to School Week. Let people know that you support better biking in San Francisco by becoming a sponsor, and you will also receive recognition year-round as a business member.

Contact Tracy Chinn, Development Director, at tracy@sfbike.org for more information.

BIKE MONTH LEAD SPONSOR

\$20,000 CASH SPONSORSHIP

Get maximum exposure at all related events while powering the work of the SF Bicycle Coalition in 2017. From giveaways to activated presence at Bike to Work Day events, your company's name will be synonymous with biking in SF.

DOUBLE EVENT BAG SPONSOR

\$10,000 CASH SPONSORSHIP

Double your reach by including your branded promotional item in bags during both Bike to Work Day (6,000 bags) and Bike and Roll to School Week (2,000 bags). Your brand will reach commuters as well as families who bike in SF.

ENERGIZER STATION SPONSOR

\$7,500 CASH SPONSORSHIP

Energizer Stations are fueling stations to reward and thank people for pedaling on Bike to Work Day. These stations are strategically placed around the city on heavily traveled commute routes. You can reach thousands with your brand when you co-host an Energizer Station with the SF Bicycle Coalition.

IT'S IN THE BAG: CANVAS GIVEAWAY BAG SPONSOR

\$5,000 CASH SPONSORSHIP

The SF Bicycle Coalition gives away 6,000 canvas goodie bags filled with valuable bicycle safety tips and resources. These bags are the longest lasting opportunity to reach hundreds of thousands with your brand on the collectible and reusable Bike to Work Day bags.

BIKE & ROLL TO SCHOOL WEEK LEAD SPONSOR

\$5,000 CASH SPONSORSHIP

Bike & Roll to School Week is the premier family biking event in San Francisco. Thousands of families take part in this week of activities at public and private elementary, middle and high schools across San Francisco. Show your support for safe and healthy school communities.

T-SHIRT AND SOCIAL MEDIA SPONSOR

\$2,500 CASH SPONSORSHIP

Create a buzz around your business by having your logo included on over 300 volunteer t-shirts seen by thousands of Bike to Work Day participants. Sponsored social media content on Facebook and Twitter is also included at this level, reaching a combined total of over 43,000 users.

BIKE TO WORK DAY SUPPORTER

\$1,500 CASH SPONSORSHIP

Show your company's dedication to the healthiest commute option by being a supporter of this event. Your brand will be well-represented at the biggest bike event of the year.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DEADLINE
MARCH 31, 2017



- BIKE TO WORK DAY
MAY 11, 2017
 - BIKE MONTH
MAY 2017
 - BIKE & ROLL TO SCHOOL WEEK
APRIL 17-21
-

BIKE TO WORK DAY SUPPORTER \$1,500	T-SHIRT AND SOCIAL MEDIA SPONSOR \$2,500	BIKE & ROLL TO SCHOOL WEEK LEAD SPONSOR \$5,000	IT'S IN THE BAG: CANVAS GIVEAWAY BAGS SPONSOR \$5,000	ENERGIZER STATION SPONSOR \$7,500	DOUBLE EVENT BAG SPONSOR \$10,000	BIKE MONTH LEAD SPONSOR \$20,000
				● AT ONE SELECTED ENERGIZER STATION		●
				● AT ONE SELECTED ENERGIZER STATIONS		● AT TWO SELECTED ENERGIZER STATIONS
	●	●		●	●	●
						●
		● IN ALL BIKE & ROLL TO SCHOOL WEEK BAGS	● IN ALL BAGS AT ALL ENERGIZER STATIONS	● AT ONE SELECTED ENERGIZER STATION	● IN TWO EVENT BAGS	● AT TWO SELECTED ENERGIZER STATIONS
						● YOUR LOGO ON ALL SF BIKE TO WORK DAY PROMOTIONAL POSTERS <i>Deadline March 3</i> 1,500 distributed throughout SF in 3 languages
●	●					● RECOGNITION ON BIKE TO WORK DAY & BUSINESS MEMBER WEBPAGES 2,500 daily views
●	●	● LOGO	● LOGO	● LOGO	● LOGO	● ONE IN-OFFICE URBAN BIKING WORKSHOP & TWO INDIVIDUAL MEMBERSHIPS
●	●					● SPONSOR THANKED IN OUR SPRING TUBE TIMES MAGAZINE 60,000 print & online readers
	●					● YOUR LOGO ON 300 VOLUNTEER T-SHIRTS