



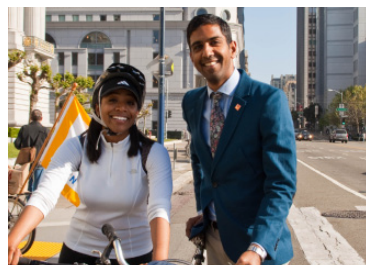
# SPONSORSHIP OPPORTUNITIES

San Francisco Bicycle Coalition sponsorship opportunities are unique possibilities for companies like yours to **engage the huge and growing population of people biking** in San Francisco. From frequent bike commuters to recreational riders to political leaders, the San Francisco Bicycle Coalition is the organization San Franciscans trust to advocate for safer streets and a more livable city.

By sponsoring the San Francisco Bicycle Coalition, you are **partnering with the largest city-based bicycle advocacy group in the nation**, and a revered and effective nonprofit whose reach extends from every neighborhood to the steps of City Hall.

When you sponsor the San Francisco Bicycle Coalition, you **gain exposure to a diverse audience of local and dedicated 10,000+ San Francisco Bicycle Coalition members and political decision-makers**, and get your company front and center at some of the largest and most anticipated bicycle events of the year.

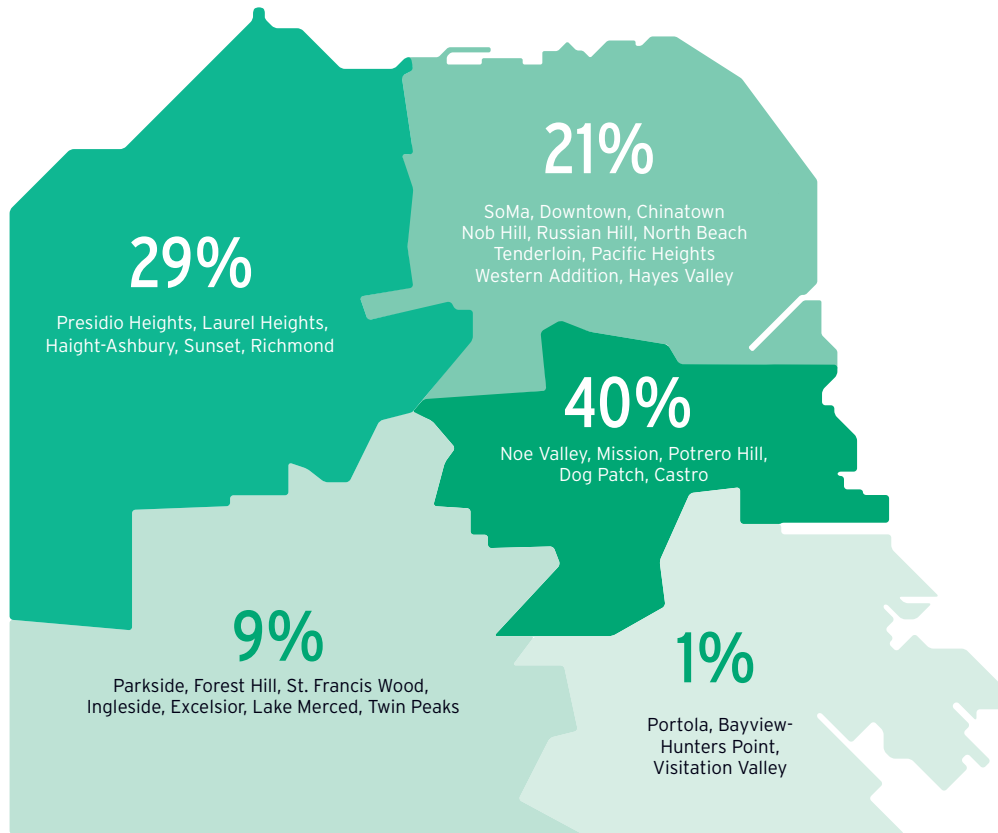
From Principal Sponsorship opportunities at large events to in-kind donations at smaller ones, **we have opportunities to match your company's needs**. Join us in making San Francisco a better place to live, work and bike.



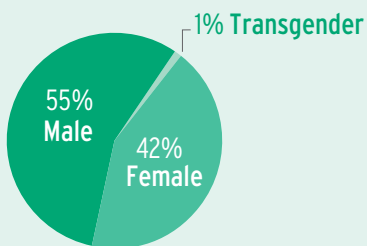
[sfbike.org/sponsorship](http://sfbike.org/sponsorship)

# MEMBER SNAPSHOT

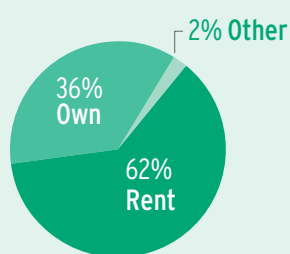
## WHERE OUR SAN FRANCISCO-BASED MEMBERS LIVE



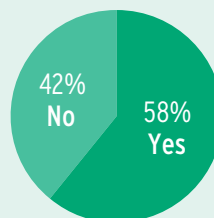
### GENDER



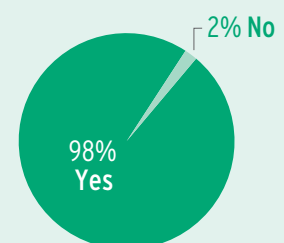
### HOMEOWNER



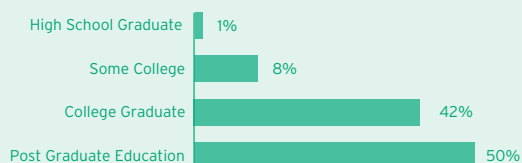
### CAR OWNER



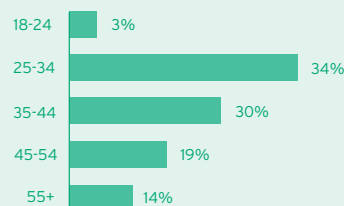
### DO YOU PLAN ON RENEWING YOUR SFBC MEMBERSHIP?



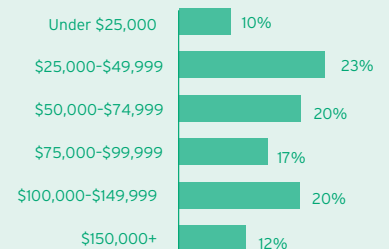
### EDUCATION



### AGE



### INCOME



# BIKE TO WORK DAY

# MAY 8, 2014

Bike to Work Day is the premier city-wide bike event of the year! Tens of thousands of people will join the masses to hop on a bike and pedal to the office on **Thursday, May 8, 2014**. The San Francisco Bicycle Coalition hosts the most robust Bike to Work Day event in the Bay Area with over 25 Energizer Stations, urban bike safety classes and workshops, parties, raffles and giveaways leading up to the event to celebrate biking in San Francisco.

**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.** This year marks the 20th anniversary of a region-wide Bike to Work celebration. Combined sponsorships are an option and we will work with you to find the best fit for your needs and budget.

## ENERGIZER STATION SPONSOR

\$5,000 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 hundreds of thousands with your brand when you co-host an Energizer Station with the San Francisco Bicycle Coalition. 15 locations to choose from.

## IT'S IN THE BAG: CANVAS GIVEAWAY BAG SPONSOR

\$5,000 cash sponsorship

The San Francisco Bicycle Coalition gives away 6,000 canvas bags filled with safety and fun bike information and goodies. The canvas giveaway 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 TO WORK DAY GUIDE SPONSOR

\$5,000 cash sponsorship

The listing of all the fun bike-focused activities leading up to the main Bike to Work Day event and the Energizer Station location map is the most used and referred to print publication for Bike to Work Day. Sponsoring this event and hosting an event, puts you front and center in the Tube Times centerfold which gets viewed by 40,000 readers city-wide.

## VALET BIKE PARKING: CITY HALL

\$2,500 cash sponsorship

One of the most revered services the SF Bicycle Coalition offers is our Valet Bike Parking service. We host this service during the press conference at City Hall the morning of Bike to Work Day from 7:30am-9:30am. Be part of the action as our Valet Bike Parking sponsor.

## DIGITAL MEDIA SPONSOR

\$2,500 cash sponsorship

Using the latest social media tools to engage with 30,000 followers, and a weekly email list of 30,000 friends and supporters, and core base of 10,000 card-carrying SF Bicycle Coalition members, the digital media sponsorship directly aligns your company with the fun and excitement around Bike to Work Day.

## 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

**DEADLINE FOR SPONSORSHIP:  
FEBRUARY 20, 2014**

## BIKE TO WORK DAY



**OFFICIAL ENERGIZER STATION  
SPONSOR** [choose from 15 stations]  
\$5000

**IT'S IN THE BAG:  
CANVAS GIVEAWAY BAGS**  
\$5000

**BIKE TO WORK DAY GUIDE  
SPONSOR**  
\$5000

**VALET BIKE PARKING  
SPONSOR**  
\$2500

**DIGITAL MEDIA  
SPONSOR**  
\$2500

**BIKE TO WORK  
SUPPORTER**  
\$1500

Your company logo on all San Francisco Bike to Work Day promotional posters 3,000 distributed throughout SF in 3 languages						
Your company logo on <a href="http://sfbike.org/btwd">sfbike.org/btwd</a> Bike to Work Day webpage 2,500 daily views						
Your company thanked in our Summer Tube Times newsletter 40,000 print and online readers						
Your company's banner alongside the SF Bicycle Coalition's banner	at your selected Energizer Station			at the valet bike parking location		
Your company's promotional item giveaways	at your selected Energizer Station	in each bag at all 25 Energizer Stations		at the valet bike parking location		
A representative from your company alongside SF Bicycle Coalition representatives	at your selected Energizer Station			at the valet bike parking location		
Your company's logo in Spring Tube Times 60,000 print and online readers						
Social Media: Facebook and Twitter promotion 30,000 followers						
Your company's logo on direct emails to over 25,000 supporters two (2) email blasts						
Complimentary "How to Bike" workshops at your business						
Sponsor will be thanked as a contributor in our 2014 Annual Report						