

Winterfest, the SF Bicycle Coalition's annual member party and fundraiser, captures the energy of San Francisco's fun and diverse bike community. This huge event brings over one thousand bike-loving people together to have a good time celebrating the San Francisco Bicycle Coalition's successes of the past year, show support for the organization and purchase new bikes and local flavors.

The evening's festivities include a bike auction and 200-piece silent auction filled with contributions from local businesses. Guests will also enjoy a 50-piece local art auction, entertainment, nibbles, beer, wine and more!

Through cash sponsorships and in-kind donations, we raise needed funds to do the daily bicycle advocacy that make our streets safer and more vibrant public spaces. Your participation in this year's Winterfest impacts the success of our work in the upcoming year.



WE ARE SEEKING CASH + IN-KIND SPONSORSHIPS

Tickets for:

- Live Music Venues
- Theater
- Symphony
- Opera
- Dance Performances

Bicycle Industry:

- New Bikes* (must be exchangeable in size)
- Bike Gear
- Bicycle Services
- Biking Apparel
- Biking Adventures and Getaways

Gift Certificates for:

- Restaurants & Cafes
- Apparel
- Culinary Delights
- Yoga and Pilates Studios
- Hotel Stays
- Airline Tickets
- House Rentals
- Winery and Brewery Tours
- Workshops & Classes
- Books



SPONSORSHIP OPPORTUNITIES

DEADLINE FOR SPONSORSHIP:
OCTOBER 24, 2014

WINTERFEST
NOVEMBER 16, 2014

| | | PRINCIPAL SPONSOR \$10,000 CASH | PLATINUM \$5,000 CASH OR EQUIVALENT VALUE | GOLD \$2,500 CASH OR EQUIVALENT VALUE | SILVER \$1,000 CASH OR EQUIVALENT VALUE | BRONZE \$500 CASH OR EQUIVALENT VALUE |
|---------------------------|---|--|--|---|---|---|
| MEDIA | Press Release: distributed to numerous media outlets | ★ | | | | |
| | Postcards & Posters: 10,000 postcards , 250 posters | ● Logo | ● Logo | | | |
| PRINT | Newsletter, Fall 2014: 40,000 readers (by September 4, 2014) | ● Logo | ● Logo | | | |
| | Newsletter, Winter 2015: 40,000 readers | ● Name | ● Name | ● Name | ● Name | ● Name |
| | 2014 Annual Report | ● Name | ● Name | ● Name | ● Name | ● Name |
| | Homepage: reaching 75,000+ viewers | ● Name & Link | | | | |
| WEB + SOCIAL MEDIA | E-Bulletin Sponsor of the Week: 28,000 recipients | ● Name & Link (2x) | ● Name & Link (1x) | | | |
| | Facebook & Twitter: Posts to our 25,000 followers | ● Name & Link (3x) | ● Name & Link (2x) | ● Name & Link (1x) | | |
| | Event Promotion on Web Page: 1,500 daily viewers | ● Logo & Link | ● Logo & Link | ● Logo & Link | ● Logo & Link | ● Name & Link |
| | Auction Catalog | ● Logo | ● Logo | ● Logo | ● Logo | ● Logo |
| EVENT | Giveaway: 1,200 attendees | ★ | | | | |
| | Stage Acknowledgement: 1,200 attendees | ★ | ★ | | | |
| | Event Signage: Banner displayed at event | ● On Stage | ● In venue | ● In venue | ● In venue | |
| | Event Program | ● Logo | ● Logo | ● Logo | ● Name | ● Name |
| | Tickets | 10 Tickets + 10 Unlimited Beverages [\$400 Value] | 5 Tickets + 5 Unlimited Beverages [\$200 Value] | 8 TICKETS [\$160 Value] | 4 TICKETS [\$80 Value] | 2 TICKETS [\$40 Value] |

IN-KIND SPONSORSHIP PACKAGES

LOCAL CHAMPION

\$250-\$499

Online: Business Name in the Winterfest Auction Catalog

Print: Included in the 2014 Annual Report

Event: Silent Auction Poster with Business Description, Logo, Address

Entry: 2 tickets (\$40 Value)

SUPPORTER

\$100 - \$249

Online: Business Name in the Winterfest Auction Catalog

Event: Silent Auction Poster with Business Description, Logo and Address

Entry: 2 tickets (\$40 Value)