



BIKE TO WORK DAY

MAY 14, 2015
SPONSORSHIP DEADLINE:
FEBRUARY 27, 2015

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 Brian Wiedenmeier, Development Director, at brian@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 2015. From giveaways to activated presence at Bike to Work Day events, your company's name will be synonymous with biking in SF.

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 thousands with your brand when you co-host an Energizer Station with the SF Bicycle Coalition. 25 locations to choose from.

IT'S IN THE BAG:

\$5,000 cash sponsorship

CANVAS GIVEAWAY BAG SPONSOR

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.

VOLUNTEER T-SHIRT SPONSOR

\$5,000 cash sponsorship

Over 300 volunteers join us at Energizer Stations across the city, helping give away snacks, coffee and our famous tote bags to those biking by. Your t-shirt sponsorship guarantees your logo on our volunteer t-shirts, seen by the thousands of Bike to Work Day participants.

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.

BIKE MONTH DIGITAL MEDIA SPONSOR

\$2,500 cash sponsorship

Work with our Communications team to craft an online media campaign during Bike Month, including sponsored blog content and social media posts to reach our combined 40K+ social media followers and tens of thousands of blog readers.

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 27, 2015**

BIKE MONTH | MAY 2015

BIKE TO WORK DAY | MAY 14, 2015

BIKE & ROLL TO SCHOOL WEEK | APRIL 20-24, 2015



**BIKE MONTH
LEAD SPONSOR**
\$20,000

**ENERGIZER STATION
SPONSOR**
\$5,000

**IT'S IN THE BAG: CANVAS
GIVEAWAY BAGS SPONSOR**
\$5,000

**VOLUNTEER T-SHIRT
SPONSOR**
\$5,000

**BIKE MONTH DIGITAL MEDIA
SPONSOR**
\$2,500

**BIKE TO WORK DAY
SUPPORTER**
\$1,500

**BIKE & ROLL TO SCHOOL WEEK
LEAD SPONSOR**
\$5,000

Your company's logo on direct emails to over 25,000 supporters <small>Two email blasts</small>	●				●		
Your company logo on Bike & Roll to School Week posters, bags and event page	●				●		●
Your company's banner alongside the SF Bicycle Coalition's banner	● <small>at two selected Energizer Stations</small>	● <small>at one selected Energizer Station</small>			●		
A representative from your company alongside the SF Bicycle Coalition	● <small>at two selected Energizer Stations</small>	● <small>at one selected Energizer Stations</small>					● <small>at Bike & Roll to School Week Event</small>
Facebook and Twitter promotion and sponsored blog content <small>40,000 followers</small>	●	●			●		●
Your company's promotional item giveaways	● <small>at two selected Energizer Stations</small>	● <small>at one selected Energizer Station</small>	● <small>in all bags at 25 Energizer Stations</small>		●		● <small>in all Bike & Roll to School Week bags</small>
Your company logo on all SF Bike to Work Day promotional posters <small>3,000 distributed throughout SF in 3 languages</small>	●	●	●	●	●		
Your company logo on Bike to Work Day webpage <small>2,500 daily views</small>	●	●	●	●	●	●	
Sponsor thanked as a contributor in our 2014 Annual Report	●	●	●	●	●	●	●
Recognition as annual Business Member and complimentary bicycling workshops	●	●	●	●	●	●	●
Your company thanked in our Summer & Spring Tube Times magazine <small>60,000 print and online readers</small>	● <small>logo</small>	● <small>logo</small>	● <small>logo</small>	●	●	●	● <small>logo</small>
Your company's logo on 300 Volunteer T-shirts				●			