

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 23, 2015

**WINTERFEST**  
NOVEMBER 15, 2015

	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
<b>MEDIA</b>	★ Press Release: distributed to numerous media outlets				
<b>PRINT</b>	● Logo Postcards & Posters: 10,000 postcards , 250 posters	● Logo			
	● Logo Newsletter, Fall 2015: 40,000 readers (by September 4, 2014)	● Logo			
	● Name Newsletter, Winter 2016: 40,000 readers	● Name	● Name	● Name	● Name
	● Name 2015 Annual Report	● Name	● Name	● Name	● Name
<b>WEB + SOCIAL MEDIA</b>	● Name & Link Homepage: reaching 75,000+ viewers				
	● Name & Link (2x) E-Bulletin Sponsor of the Week: 28,000 recipients	● Name & Link (1x)			
	● Name & Link (3x) Facebook & Twitter: Posts to our 25,000 followers	● Name & Link (2x)	● Name & Link (1x)		
	● Logo & Link Event Promotion on Web Page: 1,500 daily viewers	● Logo & Link	● Logo & Link	● Logo & Link	● Name & Link
	● Logo Auction Catalog	● Logo	● Logo	● Logo	● Logo
<b>EVENT</b>	★ Giveaway: 1,200 attendees				
	★ Stage Acknowledgement: 1,200 attendees	★			
	● On Stage Event Signage: Banner displayed at event	● In venue	● In venue	● In venue	
	● Logo Event Program	● Logo	● Logo	● Name	● Name
	10 Tickets + 10 Unlimited Beverages [\$400 Value] Tickets	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)