



BIKE TO WORK DAY

MAY 12, 2016
SPONSORSHIP DEADLINE:
FEBRUARY 26, 2016

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 2016. From give-aways 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 (6,000 bags). Your brand will reach commuters as well as families who bike 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.

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.

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.

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.



SPONSORSHIP OPPORTUNITIES

**DEADLINE FOR SPONSORSHIP:
FEBRUARY 26, 2016**

**BIKE MONTH | MAY 2016
BIKE TO WORK DAY | MAY 12, 2016
BIKE & ROLL TO SCHOOL WEEK | APRIL 18-22, 2016**



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

**DOUBLE EVENT BAG
SPONSOR**
\$10,000

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

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

**T-SHIRT AND SOCIAL 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 31,000 supporters <small>Two email blasts</small>	●						
Your logo on Bike & Roll to School Week posters 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 Station</small>				
Facebook and Twitter promotion <small>45,000 followers</small>	●	●	●	●	●		●
Your logo on Bike to Work Day bags <small>6,000 bags</small>	●	●	●	●			
Your company's promotional item giveaways	● <small>at two selected Energizer Stations</small>	● <small>in two event bags</small>	● <small>at one selected Energizer Station</small>	● <small>in all bags at all Energizer Stations</small>			● <small>in all Bike & Roll to School Week bags</small>
Your logo on all SF Bike to Work Day promotional posters <small>1,500 distributed throughout SF in 3 languages</small>	●	●	●	●			
Recognition on Bike to Work Day and Business Member webpages <small>2,500 daily views</small>	●	●	●	●	●		
One in-office Urban Biking Workshop and two individual memberships	●	●	●	●	●	●	●
Sponsor 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>	●	●	● <small>logo</small>
Your company's logo on 300 Volunteer T-shirts					●		