



BIKE TO WORK DAY MAY 10, 2018

**SPONSORSHIP
DEADLINE
MARCH 30,
2018**

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. 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 Tracy Chinn, Development Director, at tracy@sfbike.org for more information.

BIKE MONTH LEAD SPONSOR

\$20,000 CASH SPONSORSHIP

Get maximum exposure during San Francisco's largest biking event of the year while powering the work of the SF Bicycle Coalition. Your company will have an exclusive opportunity to provide sponsored email content to over 33,000 email subscribers before and after Bike to Work Day. The Lead Sponsor will also receive recognition on all 6,000 canvas tote bags, two selected Energizer Stations and the opportunity to provide giveaways on Bike to Work Day. Your company's name will be synonymous with biking in SF.

STATION AND BAG SPONSOR

\$10,000 CASH SPONSORSHIP

Your company will have an activated presence at one of our 25 branded Energizer Stations and have the opportunity to include a promotional item in each of the 6,000 canvas tote bags distributed to people biking.

ENERGIZER STATION SPONSOR

\$7,500 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.



SPONSORSHIP OPPORTUNITIES

**SPONSORSHIP DEADLINE
MARCH 30,
2018**



**BIKE MONTH
MAY 2018**

**BIKE TO
WORK DAY
MAY 10, 2018**



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

**T-SHIRT AND SOCIAL MEDIA
SPONSOR
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**IT'S IN THE BAG: CANVAS
GIVEAWAY BAGS SPONSOR
\$5,000**

**ENERGIZER STATION
SPONSOR
\$7,500**

**STATION AND BAG
SPONSOR
\$10,000**

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

			● AT ONE SELECTED ENERGIZER STATION	● AT ONE SELECTED ENERGIZER STATION	●
	●		●	●	● AT TWO SELECTED ENERGIZER STATIONS
		●	●	●	●
		●	●	●	●
		IN ALL 6,000 BAGS	● AT ONE SELECTED ENERGIZER STATION	● IN ALL BAGS AND AT ONE SELECTED ENERGIZER STATION	● IN ALL BAGS AND AT TWO SELECTED ENERGIZER STATIONS
		●	●	●	●
●	●	●	●	●	●
●	●	●	●	●	●
●	●	●	●	●	●
	●	●	●	●	●
		LOGO	LOGO	LOGO	LOGO
					●

SPONSORED CONTENT

Your logo and sponsored content included in two emails to over 33,000 supporters

ENERGIZER STATION PRESENCE

Your banner and a representative from your company alongside the SF Bicycle Coalition

FACEBOOK AND TWITTER PROMOTION

48,000 followers

YOUR LOGO ON BIKE TO WORK DAY BAGS

6,000 bags *Deadline March 2*

YOUR PROMOTIONAL ITEM GIVEAWAYS

YOUR LOGO ON ALL SF BIKE TO WORK DAY PROMOTIONAL POSTERS

1,500 distributed throughout SF in 3 languages *Deadline March 2*

RECOGNITION ON BIKE TO WORK DAY & BUSINESS MEMBER PAGES

2,500 daily views

ONE IN-OFFICE URBAN BIKING WORKSHOP & TWO INDIVIDUAL MEMBERSHIPS

SPONSOR THANKED IN OUR SPRING TUBE TIMES MAGAZINE

60,000 print & online readers

YOUR LOGO ON 300 VOLUNTEER T-SHIRTS

Deadline March 2