

# DISCOUNT PARTNER PROGRAM



The San Francisco Bicycle Coalition Discount Partner Program connects your business to our active 10,000 members.

Discount Partners receive valuable promotion to a targeted and engaged customer base through online, print and social media that receive over 4 million impressions each year.

**TO JOIN:** review the partner levels below and select the level that suits your business. Partnership contributions help keep our advocacy work rolling forward. Cash and in-kind contributions made to the SF Bicycle Coalition Education Fund are fully tax-deductible. Contact Gina Schumacher, Development Associate, at [gina@sfbike.org](mailto:gina@sfbike.org) for more information.

## DISCOUNT PARTNER LEVELS

	PLATINUM \$2500 cash	GOLD \$1000 cash	SILVER \$500 cash or in-kind	BRONZE \$250 cash or in-kind	BASIC \$100 cash or in-kind
<b>Social Media:</b> Connect with our Facebook and Twitter followers (48,000 followers)	●	●	●	●	●
<b>E-Newsletter:</b> Name recognition in our Biker Bulletin e-newsletter (32,000 recipients)	●	●	●	●	●
<b>Event Tickets:</b> Complimentary tickets to our annual gala, the Golden Wheel Awards	● 10 Tickets (\$1500 value)	● 8 Tickets (\$1200 value)	● 4 Tickets (\$600 value)	● 2 Tickets (\$300 value)	●
<b>Print Newsletter:</b> Name featured in our <i>Tube Times</i> newsletter 4x's a year (60,000 print and online readers)	●	●	●	●	●
<b>Annual Report:</b> Partners will be thanked as a contributor in our Annual Report	●	●	●	●	●
<b>Membership Packet:</b> Name promoted as a partner in mailer packets sent to all members (over 10,000 per year)	●	●	●	●	●
<b>Website:</b> Logo, link, location and hours will be featured on program website: <a href="http://sfbike.org/discounts">sfbike.org/discounts</a>	●	●	●	●	●
<b>Complimentary Memberships:</b> Individual memberships for your employees	6 Memberships	5 Memberships	4 Memberships	3 Memberships	2 Memberships