

BAY AREA BIKE TO WORK DAY MAY 10, 2018



SPONSOR BIKE TO WORK DAY BAY AREA 2018

Join us as a sponsor for the Bay Area's Bike to Work Day (BTWD) 2018. Be part of this amazing event and reach the public – on bicycles, in business, and everywhere else – in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties.

As a sponsor, you'll be seen as a community-minded company working to help reduce traffic congestion, enhance health and improve the environment while reaching a large and diverse audience of English, Spanish, and Chinese-speaking Bay Area residents.

Every year, more people get encouraged to start commuting by bike by participating in BTWD. But without support from companies like you, BTWD could never happen. So join us in making bike riding a safer, more accessible way to commute by sponsoring BTWD 2018.

WHAT YOU GET FOR YOUR GENEROSITY

There are various levels of sponsorship, with packages that get your company's logo seen by thousands of Bay Area residents via our website, printed materials, press releases, social media, and limited edition t-shirts.



BAY AREA BIKE TO WORK DAY MAY 14, 2015

The Competition Kicks Off May 1st, 2015
Gather your friends, colleagues and neighbors, form your team and pedal to win!

TEAM BIKE CHALLENGE
Team Bike Challenge is an easy and fun way to see how biking supports your health, budget and our environment.

HOW IT WORKS

1. Form a team of 2-5 people and register at teambikechallenge.com. Registration begins April 1st.
2. Bike to work, shopping and fun during Bike Month in May.
3. Record your bike trips on teambikechallenge.com and earn points for each bike ride and your total daily mileage.
4. Earn medals for competing challenges. Biking enough miles to burn a barista's worth of calories.
5. At the end of May, the team with the most points wins! Log your miles by June 2, 2015.

PRIZES
Every member of the top scoring team in each of the nine Bay Area counties will receive a prize.

COMPANY BIKE CHALLENGE
Is your business too big to fit into one team? Join the Company Bike Challenge and compete for top honors against similar sized companies throughout the Bay Area. Win bragging rights!

Visit your nearest Energizer Station on Bike to Work Day, Thursday, May 14 to get snacks, enter a drawing for great prizes and to get your free commemorative Bike to Work Day canvas tote (limit two prizes). Find an Energizer Station near you at youcanbikethere.com.

ALAMEDA	CONTRA COSTA	MARIN	SAN FRANCISCO	SAN MATEO	SANTA CLARA	SOLANO	SONOMA
Bike East Bay biketoeastbay.org	Sierra Contra Costa sierracontra.org	San Mateo commute.org	Silicon Valley bicyclecoalition.com	Sonoma County bicyclecoalition.com			
Napa Valley bicyclecoalition.com	Marin County bicyclecoalition.com	San Francisco bicyclecoalition.com	Solano bicyclecoalition.com	Sonoma Information bicyclecoalition.com			

Contact your local bike coalition or congestion management agency for more information, including how to get started, bike safety classes, bike commuting information and route options.

BAY AREA BIKE TO WORK DAY MAY 14, 2015

For Immediate Release
March 24, 2015

Contact: Hallie Baron, BARC 415-793-7435
Leslie Lera, MTC 510-817-5813
www.youcanbikethere.com

Bay Area's Bike to Work Day turns 21 on May 14

Register to bike to work at youcanbikethere.com

Oakland, CA – How did you celebrate turning 21? Visions of parties, toasts and more coming to mind? In the Bay Area, Bike to Work Day will celebrate its 21st birthday on May 14 with a nine-county-wide party on wheels. Now that's what we call a celebration! On Bike to Work Day, tens of thousands of new and seasoned riders will commute to work and school using pedal power. Just look at the numbers from 2014:

- More than 75,000 cyclists biked to work
- Almost 1,400 teams – over 9,600 riders – participated in the Team & Company Bike Challenge, collectively riding almost 560,000 miles over the course of one month!
- Over 1,900 volunteers helped make Bike to Work Day a success
- Almost 400 energizer stations across the nine counties supported the riders with snacks, information and much more.

Believe it or not, the majority of automobile trips each day are less than two miles long – barely worth the time and fuel it takes to pull into traffic! Given the ever increasing congestion in the Bay Area, bicycling is an easy, efficient and healthy way to get to work, run errands and much more.

Held during National Bike Month each May, Bike to Work Day is one of the region's premier bicycling events. Presented by the Metropolitan Transportation Commission (MTC), 511 and Kaiser Permanente, Bike to Work Day encourages Bay Area residents to try commuting on two wheels for the first time and celebrates those who bike to work regularly.

Bike to Work Day 2015 is presented by MTC (the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area), 511 (the region's traveler information system) and Kaiser Permanente. Additional regional support is provided by the Bay Area Air Quality Management District (BAAQMD), the Bay Area Rapid Transit (BART) system, KPXS, Clear Channel Outdoor, Canary Foundation Challenge, Bay Area Bike Share, BIL and CIB Bar, as well as many sponsors at the local level. Prizes for BCOW and BTWD are donated by Choipote, Mia's Bikes, Public Bikes and MonkeyElectric. The event is made possible through the cooperation of thousands of volunteers, MTC, county congestion management agencies, local jurisdictions, local bicycling coalitions and the Bay Area Bicycle Coalition.

WHICH SPONSORSHIP LEVEL IS RIGHT FOR YOU?

(Commitment needed by 2/14/2018)

PLATINUM SPONSOR: \$30,000

PRINT EXPOSURE – YOUR COMPANY LOGO ON:

- Custom Canvas Bike Bags (Qty: 36,000)
- Limited edition t-shirts (Qty: 1,500)
- Event posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Distribution throughout all nine Bay Area counties

ONLINE – YOUR COMPANY LOGO ON:

- Bike to Work Day website: www.youcanbikethere.com (1 million views/month)
- PSA video
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

PUBLIC RELATIONS – YOUR COMPANY ACKNOWLEDGED IN:

- Media releases

DAY OF EVENT

- Energizer Station signage (400 stations)
- Opportunity to include item in BTWD bags (subject to local coalition approval and deadlines)

POST EVENT

- Bike to Work Day 2018 “Thank You” package



GOLD SPONSOR: \$20,000

PRINT EXPOSURE – YOUR COMPANY LOGO ON:

- Limited edition t-shirts (Qty: 1,500)
- Event posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Distribution throughout all nine Bay Area counties

ONLINE – YOUR COMPANY LOGO ON:

- Bike to Work Day website: www.youcanbikethere.com (1 million views/month)
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

PUBLIC RELATIONS – YOUR COMPANY ACKNOWLEDGED IN:

- Media releases

DAY OF EVENT

- Energizer Station signage (400 stations)
- Opportunity to include item in BTWD bags (subject to local coalition approval and deadlines)

POST EVENT

- Bike to Work Day 2018 “Thank You” package



SILVER SPONSOR: \$15,000

PRINT EXPOSURE – YOUR COMPANY LOGO ON:

- Limited edition t-shirts (Qty: 1,500)
- Event Posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Distribution throughout all nine Bay Area counties

ONLINE – YOUR COMPANY LOGO ON:

- Bike to Work Day website: www.youcanbikethere.com (1 million views/month)
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

PUBLIC RELATIONS – YOUR COMPANY ACKNOWLEDGED IN:

- Media releases

Acknowledged

DAY OF EVENT

- Energizer Station signage (400 stations)

POST EVENT

- Bike to Work Day 2018 “Thank You” package

BRONZE SPONSOR: \$7,500

PRINT EXPOSURE – YOUR COMPANY LOGO ON:

- Event posters (Qty: 20,000)
- Team Bike Challenge flyers (Qty: 7,000)
- Distribution throughout all nine Bay Area counties

ONLINE – YOUR COMPANY LOGO ON:

- Bike to Work Day website: www.youcanbikethere.com (1 million views/month)
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

PUBLIC RELATIONS – YOUR COMPANY ACKNOWLEDGED IN:

- Media releases

DAY OF EVENT

- Energizer Station signage (400 stations)

POST EVENT

- Bike to Work Day 2018 “Thank You” package



CREATE YOUR OWN SPONSORSHIP LEVEL

Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs and reach those goals. For example, you may want to focus on a specific aspect of BTWD, such as Team Bike Challenge or women cyclists. We can look at posting and cross-posting on youcanbikethere.com, displaying video content, and other engagement strategies through press releases, Facebook, or Twitter.

If you'd like to create your own sponsorship level, please contact Lyndsey Marks at Lyndsey@bikesiliconvalley.org or 408-772-4224 and we will work together to create the sponsorship package that's right for you/your company. Thank you for supporting Bike to Work Day 2018!

Summary of Sponsor Packages

Sponsor Benefit	Platinum	Gold	Silver	Bronze
Logo on canvas bag				
Logo on t-shirt				
Logo on poster				
Logo on Employer Toolkit				
Item in BTWD bags				
Website recognition				
PSA inclusion				
FB and Twitter messages				
Recognition in media releases				
Energizer station signage				
BTWD thank you package				