

# BAY AREA BIKE TO WORK DAY 25<sup>TH</sup> YEAR MAY 9, 2019



## SPONSOR BIKE TO WORK DAY BAY AREA 2019

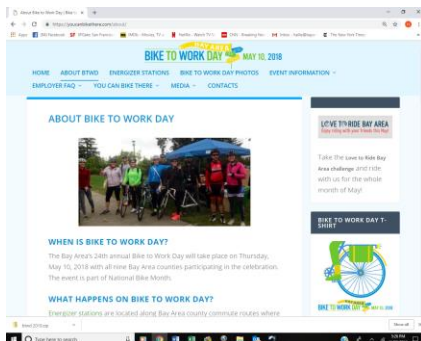
Join us as a sponsor for the Bay Area's Bike to Work Day (BTWD) 2019. Be part of this amazing event and reach the public – on bicycles, in business, and everywhere else – in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma counties.

Sponsoring BTWD is a wonderful way to contribute to a healthier, more active, and less polluted community. And, it allows you to demonstrate your company's commitment while receiving recognition of your values in front of 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 2019.

## 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 10, 2018

**For Immediate Release**  
May 9, 2018

**Contact:** Halle Baron, BTWD 415-795-7435  
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**Don't Miss Bike to Work Day on May 10!**

**SAN FRANCISCO, May 9, 2018**... Join the San Francisco Bay Area's largest bicycling celebration — [Bike to Work Day](#) — on Thursday, May 10. Presented by the Metropolitan Transportation Commission (MTC), S11.org and Kaiser Permanente, Bike to Work Day encourages local residents to try commuting on two wheels for the first time and celebrates those who bike to work regularly.

Bike to Work Day will feature dozens of morning and after-work events throughout the region and over 400 energizer stations spread across all nine Bay Area counties. The energizer stations will be open during the morning commute and many will reopen during the evening to greet bicycle commuters with free beverages, snacks, giveaways and encouragement. Riders can stop by to pick up a free bike to work day canvas tote filled with goodies to fuel their commutes, including a day-of, 2-for-1 coupon for Chipotle.

Complete event information — including [county-specific activities](#) and [energizer station locations](#) — is available at [BikeEastBay.org](#). A partial list of day-of events is provided below. You far to bike to work? Try combining bicycling and transit. Go to the bicycling tab at [S11.org](#) to learn more about bikes on transit and to plan your bike route with the BikeMapper tool.

**Major Bike to Work Events**

- May 9-11 — Bay Area Bike Challenge
- May 12 — Bike to Work Week
- May 10 — Bike to Work Day
  - o 5:30-11 a.m. — Morning Bike to Work Day Energizer Stations (times vary with location)
  - o 9:30-10 a.m. — Bike to Work Day Super Energizer Station at Golden Gate Bridge Vista Point
  - o 7:00-9:30 a.m. — Bike to Work Day Pancake Breakfast at Frank Ogawa Plaza in downtown Oakland (12<sup>th</sup> Street BART station)
  - o 7:30-9:30 a.m. — BTWD press conference followed by Movers and Shakers Ride at M.E.C. 3, Library (150 E. San Francisco St., San Jose)
  - o 8:00 a.m. — Combined elected officials press event at Frank Ogawa Plaza
  - o 8:30 a.m. — Bike to Work Day Rally at San Francisco City Hall
  - o 4:00-7:00 p.m. — Evening Bike to Work Day Energizer Stations
  - o 5:30-8:30 p.m. — Berkeley Bike Tasty Hour, the East Bay's biggest block party!
  - o BikeEastBay.org/BTW
  - o 6:00-10:00 p.m. — BTWD's Bike Away from Work Bash at the Historic Adobe Building (157 Mulberry Blvd., Mountain View)

In addition to [S11](#) (the transportation planning, financing and coordinating agency for the nine-county San Francisco Bay Area), [S11](#) (the region's traveler information system) and [Kaiser Permanente](#), Bike to Work Day 2018 receives regional support from the [Bay Area Air Quality Management District](#) (BAQMD), [Bay Area Rapid Transit](#) (BART), [Clear Channel Outdoor](#), [City of San Jose](#), [Ride Report](#) and [Transit](#). Travel, as well as from many sponsors at the local level. Bike to Work Day's media sponsor is [SBC](#). [San Jose State University](#) and [SBC](#) prizes for the Bike Commuter of the Year winners were donated by the [Association of Bay Area Governments](#) (ABAG), [Chipotle](#) and [SBC](#). Day-of 2-for-1 promotion provided by [Chipotle](#). The event is made possible through the cooperation of thousands of volunteers, county congestion management agencies, local jurisdictions, local bicycling advocates and more.



ALAMEDA / CONTRA COSTA / SAN MATEO / SANTA CLARA / SONOMA / NAPA / MARIN / SOLANO / SAN FRANCISCO

### 150+ Energizer Stations in the East Bay

- FREE Bike to Work Day bags
- Drinks and snacks to power your ride

Find your Energizer Station at

**BikeEastBay.org**

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

# WHICH SPONSORSHIP LEVEL IS RIGHT FOR YOU?

## PLATINUM SPONSOR: \$30,000

Your company logo on:

- Custom canvas bags (Qty: 36,000)
- PSA video
- Limited edition t-shirts (Qty: 1,500)
- Event posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Bike to Work Day website: [www.youcanbikethere.com](http://www.youcanbikethere.com)

Day of event:

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

Your company acknowledged in:

- Media releases
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

Post event:

- Bike to Work Day 2019 “Thank You” package



## GOLD SPONSOR: \$20,000

Your company logo on:

- Limited edition t-shirts (Qty: 1,500)
- Event posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Bike to Work Day website: [www.youcanbikethere.com](http://www.youcanbikethere.com)

Day of event:

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

Your company acknowledged in:

- Media releases
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

Post event:

- Bike to Work Day 2019 “Thank You” package



## SILVER SPONSOR: \$15,000

Your company logo on:

- Limited edition t-shirts (Qty: 1,500)
- Event Posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Bike to Work Day website: [www.youcanbikethere.com](http://www.youcanbikethere.com)

Day of event:

- Energizer Station signage (400 stations)

Your company acknowledged in:

- Media releases
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

Post event:

- Bike to Work Day 2019 “Thank You” package



## BRONZE SPONSOR: \$7,500

Your company logo on:

- Event posters (Qty: 20,000)
- Employer Toolkit (Qty: 7,000)
- Bike to Work Day website: [www.youcanbikethere.com](http://www.youcanbikethere.com)

Day of event:

- Energizer Station signage (400 stations)

Your company acknowledged in:

- Media releases
- Facebook – thank you status message (3,100+ fans)
- Twitter – thank you tweet with @ acknowledgment (700+ followers)

Post event:

- Bike to Work Day 2019 “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. If you'd like to create your own sponsorship level, please contact Ehsaneh Sadr at [ehsaneh@bikesiliconvalley.org](mailto:ehsaneh@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 2019!

Commitments needed by 2/14/2019.

## Summary of Sponsor Packages

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

