



SONOMA COUNTY BICYCLE COALITION

P.O. Box 3088, Santa Rosa, CA 95402 • www.bikesonoma.org • 707-545-0153

2018 SPONSORSHIP OPPORTUNITIES



The Sonoma County Bicycle Coalition is a 501c3, working to make Sonoma County the best place to ride a bike – for tourists and locals, kids and adults, recreational riders and those who use their bikes to commute to work or school. Cycling reduces carbon emissions and traffic congestion, improves physical and mental health, saves money...plus, it's fun!

We advance our mission through a combination of education and advocacy. We teach cyclists and drivers how to safely share the road, and work with local agencies to ensure that our public policies and infrastructure projects take the needs of cyclists & pedestrians into account. Our programs include Safe Routes to School, Bike to Work Month, and Valet Bicycle Parking, activities that encourage folks to try cycling as a safe and appealing transportation option.



And we do all this on a pretty modest budget...with lots of help from dedicated volunteers and donors. We value our local business partnerships, thanking you for your generous support with recognition in our signage, print, and digital media.

How many people will be reached? A few statistics:

- Our membership: 800+
- Newsletter subscribers: 3400
- Facebook followers: 3000
- Twitter followers: 2800
- Website average views/month: 4600



Check out the sponsorship opportunities on the following page and see what's right for you, or contact us with other creative ideas for supporting bicycling in Sonoma County.

Contact Executive Director Alisha O'Loughlin at 707-545-0153 or alisha@bikesonoma today!

PROGRAMS & EVENTS

VALET BIKE PARKING.....\$2500

Valet Bicycle Parking encourages people to bicycle to public events, knowing that their bike will be safe. 1500 cyclists enjoyed our services last year at events like the Wednesday Night Market, the SMART grand opening, and the Sonoma City Party. Your support will help us expand the program. Your name and logo will be displayed on banners at all events; printed on all bike valet tags; and included in all promotions (newsletter, fliers, social media, etc.)

DEADLINE: April 1.

BIKE TO WORK DAY (BTWD)

Activities throughout the month of May encourage newbies and seasoned riders alike to bike to work and school. On Bike to Work Day, May 10, Energizer stations are set up during the morning commute along cycling routes around the county, offering riders snacks, swag, and encouragement. All Bike to Work Day sponsorships include listing on our website, social media, and newsletter. **DEADLINE FOR LOGOS: March 2.**

BAG SPONSOR.....\$250 + inserts

Your logo will appear on 850 canvas bags distributed to participants as well as event promotional materials. Your coupon or other branded item will be inserted.

“SUPER STATION” HOST.....\$250 + supplies

All of the above, plus face-to-face networking at one of our largest Energizer Stations. (Hosts are expected to supply drinks, snacks, and staff from 6-9 am; contact us for more details.)

ENERGIZER STATION HOST.....\$100 + supplies

Host one of our smaller, lower-profile stations. Your coupon or other item inserted in bags. Contact us for hosting details.

GENERAL SUPPORT

General sponsorship allows us the flexibility to allocate funds as needs arise. All sponsorships include listing on our website, social media, and newsletter.

BUSINESS MEMBERSHIP.....\$100

Listing on our website, social media, and newsletter.

GOLD LEVEL.....\$500

Your logo appears on our website, newsletter, and BTWD bags.

TITANIUM LEVEL.....\$1000

All of the above, plus a special profile feature on our website, social media, and newsletter.

PLATINUM LEVEL.....\$5000

All of the above, plus a special video profile on our website & social media OR ongoing banner ads in our newsletter.

IN-KIND DONATIONS

We are periodically in need of items such as refreshments for events; new equipment; equipment repair; auction or raffle prizes. If you have a product or service you'd like to donate, contact us to see if it is something we can use!