



SONOMA COUNTY BICYCLE COALITION

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

2020 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: 4,400
- Facebook followers: 3,600
- Twitter followers: 2,800
- Website average views/month: 3,400



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 Eris Weaver at 707-545-0153 or eris@bikesonoma today!

PROGRAMS & EVENTS

VALET BIKE PARKING.....\$500 per event

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 Railroad Square Music Festival, Earth Day, Healdsburg's Tuesday Night Concert Series, and the Sonoma City Party. Your support will help us expand the program. Your name and logo will be displayed on banners, printed on valet tags, and included in all promotions (newsletter, fliers, social media, etc.)

MEDIA SPONSOR.....\$2,000+

Help us produce and air another audio or video public service announcement promoting safety on the road.

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 and social media.

BAGWAGGER.....\$200

Include a flier, coupon, swag or branded item in each of the 800 canvas bags distributed throughout the day (you provide the item).

LOGO SPONSOR.....\$500

The above PLUS your logo on all the bags AND all posters, social media, and other promotions distributed throughout the county.

OTHER EVENTS.....\$500+

Other events in the planning pipeline include Open Streets, safety equipment giveaways, and Smart Cycling programs. Let us know how you'd like to help!

GENERAL SUPPORT

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

BUSINESS MEMBERSHIP.....\$100

Listing on our website 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!