

# SPONSORSHIP OPPORTUNITIES



## PETALUMA Ciclovia

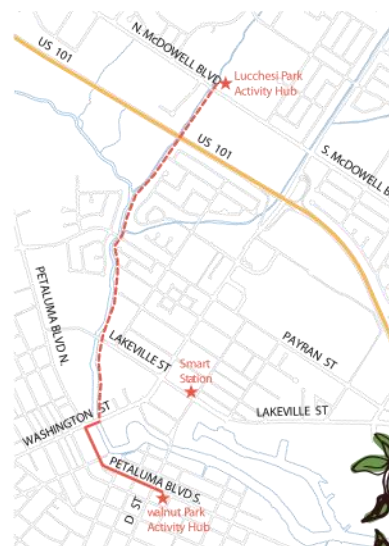
Come **PLAY** in the **STREET** with us!



*Sunday*  
**GULY 17**  
*10am-2pm*

**Walk, run, bicycle, skateboard, scoot, or roller skate downtown and experience Petaluma Boulevard without cars**

- ▶ Transverse town via the Lynch Creek Trail and check out the new bicycle infrastructure on Petaluma Boulevard South
- ▶ Participate in activities like hula hooping, street art, bike skills course, slacklining, zumba
- ▶ Patronize our downtown shops and eateries
- ▶ Admire cool custom bikes



**CLIMATE  
READY**  
PETALUMA 2030



**MORE INFO**  
[bikesonoma.org/ciclovia](http://bikesonoma.org/ciclovia)



# SPONSORSHIP OPPORTUNITIES

Ciclovía is a world-wide phenomenon, encouraging active transportation, outdoor activity, and community interaction through fun!

Hundreds of residents will get a chance to walk, bicycle, skateboard, scoot, or roller skate downtown and experience Petaluma Boulevard without cars; transverse town via the Lynch Creek Trail and check out the new bicycle infrastructure on Petaluma Boulevard South; engage in other interactive activities; and patronize downtown businesses.

Local nonprofits and community organizations will offer a variety of activities and performances along the route and in Walnut & Lucchesi Parks. This is not a parade, organized ride, street fair or market – everyone who comes will be creating this participatory event together! There will be no outside vendors, downtown businesses are encouraged to offer sidewalk sales or special deals.

Volunteers will serve as crossing guards and tour guides in areas where participants may need to cross traffic and either end of the Lynch Creek trail. There are other participation and volunteer opportunities as well, let us know if you have ideas!

This event is produced by the Sonoma County Bicycle Coalition in partnership with the City of Petaluma's Climate Ready Campaign. Donations are tax-deductible.

SPONSORSHIP LEVELS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
	\$5000	\$1000	\$500	\$200 or 3-5 volunteers
Acknowledgement on website	x	x	x	x
10' by 10' booth space at event	x	x	x	x
Social media blast	x	x	x	
Logo on print materials	x	x		
Logo on volunteer/staff t-shirts	x			

We also have in-kind donation opportunities; current needs include printing (posters, t-shirts, signage); advertising space; snacks & supplies for volunteers.

For more information contact Eris Weaver: [eris@bikesonoma.org](mailto:eris@bikesonoma.org) • 707-545-0153  
or visit [www.BikeSonoma.org/ciclovía](http://www.BikeSonoma.org/ciclovía)

