

How many people will your sponsorship reach?

Newsletter subscribers:	4,500
Facebook followers:	4,000
Facebook post reach:	7,000
Website average views/month:	3,750

Who are our members?

- ⇒ 76% are aged 55 and over
 - * 41% are 65 or over
- ⇒ 89% have a household income ≥ \$50K
 - * 53% ≥ \$100K
- ⇒ 74% own 3 or more bikes
 - * 40% own at least 5
- ⇒ 76% ride 2-5 days per week
 - * 10% ride 6-7 times/week
- ⇒ 49% spend at least \$500/year on cycling equipment, accessories & travel
 - * 26% spend at least \$1000

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



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.

Sonoma County Bicycle Coalition

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**SONOMA COUNTY
BICYCLE COALITION**

Golden Spoke Awards Gala

**September 30, 2023
5:30-8:30 pm**

This festive dinner event recognizes individuals and organizations for their tremendous efforts in making Sonoma County a more bike-friendly place to live, work and play. Come celebrate these champions while supporting the leading local organization promoting healthy and safe bicycle riding for everyone through advocacy and education.



GALA SPONSORSHIP LEVELS

MEMBER/SPONSOR BENEFITS	PRESENTING \$10,000	TITANIUM \$5,000	GOLD \$2,500	SILVER \$1,000
Golden Spoke Award & Gala tickets	8	8	6	4
Recognition in event title (“presented by”)	x			
Logo featured on screen during event	x	x	x	
Verbal recognition at event	x	x	x	
Name and logo in all event promotions	x	x	x	x
SCBC membership for employees	20	15	10	5
Admission to member-only events	x	x	x	x
Monthly e-newsletter	x	x	x	x
Business member certificate	x	x	x	x
Acknowledgement in Annual Report	logo	logo	logo	logo
Acknowledgement on website	logo, link & profile	logo, link & profile	logo, link & profile	logo & link
Acknowledgement in monthly e-newsletter	logo, link, two banner ads/year	logo, link, one banner ad/year	logo, link, one banner ad/year	logo & link
Bike to Work Day swag bags (DEADLINE FEB 15)	logo & insert	logo & insert	logo & insert	logo & insert
Bike to Work Day posters, ads, press & other promotions (DEADLINE FEB 15)	logo, link, press release	logo & link	logo & link	logo & link
Bike to Work Day banner at Energizer Station of choice (DEADLINE APRIL 15)	x			
Bike-Friendly Business consultation	x	x	x	
On-site Smart Cycling workshop	x			

IN-KIND DONATIONS: We are also soliciting catering, beverages, and auction items for the event. If you have a product or service you'd like to donate, contact us to see if it is something we can use!