

BAY AREA BIKE TO WHEREVER DAYS 2026

THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day, happening Thursday, May 14, 2026, is the East Bay's premier celebration of biking, bringing together a vibrant community of tens of thousands of riders across all ages and backgrounds. Beyond a simple bike ride, this event is a powerful movement that highlights bicycling as a sustainable, healthy, and inclusive mode of transportation. By creating a welcoming atmosphere that embraces both experienced bicyclists and newcomers, Bike to Wherever Day (BTWD) serves as a critical platform for promoting biking culture, environmental sustainability, and community connection.

This event offers a high-visibility sponsorship opportunity, providing partners with brand exposure through multiple touchpoints. Sponsors gain prominent placement on thousands of Bike to Wherever Day tote bags, media campaign visibility, and direct engagement at strategically placed energizer stations across high-traffic areas throughout the East Bay.

BIKE TO WHEREVER DAY HIGHLIGHTS:



21,000+

Email Subscribers



60,000+

Monthly Social Media Views



10,000

Custom Bags



12,100+

Participants



SPONSORSHIP LEVELS

	Diamond \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000
DAY-OF PUBLICITY					
Recognition on 10,000 distributed canvas bags	Logo	Logo	Name		Available to government agencies with budget under \$100MM or companies with < 25 employees
Recognition on 400+ BTWD T-Shirts	Logo	Logo	Name		
Booth at BTWD Happy Hour in Oakland	✓	✓			
Recognition on 100+ Energizer Station Signs	Logo	Logo	Name	Name	
PHYSICAL MEDIA					
Recognition in 2,100 RideOn magazines	Logo	Logo	Name	Name	Name
3,000 Postcards / 100 Posters distributed across Alameda and Contra Costa Counties	Logo	Logo	Name	Name	
Inclusion of branded giveaway inside 9,450 BTWD bags	✓	✓	✓		
DIGITAL MARKETING					
Your Offer/Ad in Digital Goodie Bag promoted to over 10,000 riders	✓	✓	✓	Name	Name
Bike to Work Day E-Newsletters: 21,000+ Subscribers	Logo	Logo	Logo	Name	Name
Sponsored Post in (1) E-Newsletter <i>(Sponsor provides content)</i>	✓	✓			
Event Page at BikeEastBay.org: 27,000+ Monthly Visitors	Logo & Link	Logo & Link	Logo	Name	Name
Instagram/Facebook Story Mention: 60,000+ Monthly Views	Logo & Tag (2x)	Logo & Tag	Logo	Name	
Instagram/Facebook/Bluesky Post: 17,000+ Followers	Logo & Tag (2x)	Logo & Tag (1x)			

Deadline: February 27, 2025

Please send this form (by email or mail) and any questions to:

Events@BikeEastBay.org

(510) 845-7433

PO Box 1736, Oakland, CA 94604

*Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs. Let us know!

Name:

Business/Organization:

Address:

Phone Number:

Email:

Sponsorship: Diamond Gold Silver Bronze Starter