

# BAY AREA BIKE TO WHEREVER DAYS 2025

## THE BAY AREA'S BIGGEST DAY FOR BICYCLING



**Bike to Wherever Day, happening Thursday, May 15, 2025**, is the East Bay's premier celebration of biking, bringing together a vibrant community of over 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 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:



**19,500+**

Email Subscribers



**27,800+**

Social Media Followers



**9,450**

Custom Bags



# SPONSORSHIP LEVELS

|                  |                                                                                              | Diamond<br>\$20,000 | Gold<br>\$10,000 | Silver<br>\$5,000 | Bronze<br>\$2,500 |
|------------------|----------------------------------------------------------------------------------------------|---------------------|------------------|-------------------|-------------------|
| DAY-OF PUBLICITY | 9,450 Custom Canvas Bags                                                                     | Logo                | Logo             | Name              |                   |
|                  | 500 Bike to Wherever Day T-Shirts                                                            | Logo                | Logo             | Name              |                   |
|                  | Table at BTWD Happy Hour in Oakland                                                          | ✓                   | ✓                |                   |                   |
|                  | 100+ BTWD Energizer Station Signs                                                            | Logo                | Logo             | Name              | Name              |
| PRINT            | RideOn Magazine: 2,100 readers                                                               | Logo                | Logo             | Name              | Name              |
|                  | 2,000 Postcards / 100 Posters<br><i>distributed across Alameda and Contra Costa Counties</i> | Logo                | Logo             | Name              | Name              |
| DIGITAL          | Your Offer/Ad in Digital Goodie Bag promoted to over 10,000 riders                           | ✓                   | ✓                | ✓                 |                   |
|                  | Bike to Work Day E-Newsletters: 19,000 Subscribers                                           | Logo                | Logo             | Logo              | Name              |
|                  | Sponsored Post in (1) E-Newsletter<br><i>(Sponsor provides content)</i>                      | ✓                   | ✓                |                   |                   |
|                  | Event Page at BikeEastBay.org: 27,000 Monthly Visitors                                       | Logo & Link         | Logo & Link      | Logo              | Name              |
|                  | Instagram/Facebook Story Mention: 15,000 Followers                                           | Logo & Tag (2x)     | Logo & Tag       | Logo              | Name              |
|                  | Instagram/Facebook/Twitter Post: 26,000 Followers                                            | Logo & Tag (2x)     | Logo & Tag (1x)  |                   |                   |

**Deadline: February 28, 2025**

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

**Caitlin Gleason, Events Manager**

Events@BikeEastBay.org | 707-480-6897

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 Level:** Diamond Gold Silver Bronze