

BAY AREA BIKE TO WHEREVER DAYS 2024

THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day is Bike East Bay's biggest community event of the year. On **May 16th, 2024** thousands of bicyclists of all ages and paths of life will take to the streets to show their support for two-wheeled transportation. Bike to Wherever Day is a welcoming event that celebrates the continued importance of bicycling for everyday transportation and our health and wellbeing. The event is both a chance for seasoned riders to celebrate their community and a gateway that encourages new riders to take up regular biking.

BIKE TO WHEREVER DAY HIGHLIGHTS:



17,500

Email Subscribers



26,000

Followers Across Social



9,350

Custom Bags



SPONSORSHIP LEVELS

| | | Diamond \$25,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 |
|--------------------|--|---------------------|------------------|-------------------|-------------------|
| Day of Event | Bike to Wherever Day Energizer Station Signs | Logo | Logo | Logo | Name |
| | Your Offer/Advertisement in Digital Goodie Bag | ● | ● | ● | |
| | 9,000+ Custom Canvas Bags | Logo | Logo | Name | |
| | 500 Bike To Work Day T-Shirts | Logo | Logo | Name | |
| Print | RideOn, Bike East Bay's Newsletter: 4,000 readers | Logo | Logo | Logo | Name |
| | | | | | |
| Web + Social Media | Bike to Work Day Special E-Newsletter: 17,500 subscribers | Logo | Logo | Logo | Name |
| | Event Page at BikeEastBay.org | Logo & Link | Logo & Link | Logo | Name |
| | Instagram: shout-out in Bike to Wherever Day stories | ● | ● | ● | ● |
| | Bike to Wherever Day Digital Posters | Logo | Logo | Name | |
| | Twitter, Facebook, and Instagram: Posts to our 26,000+ Followers | Name & Link (2x) | Name & Link (1x) | | |
| | Banner Ad or Sponsored Post in one e-Newsletter (sponsor provides content) | ● | ● | | |
| More | Official Bike to Wherever Day Report | Report | Report | Report | Report |

Name

Business/Organization

Address

Phone Number

Email

Sponsorship Level*: Diamond | Gold | Silver | Bronze

Deadline: March 1, 2023

Please send this form to
Events@BikeEastBay.org
 or mail it to the address below.

Bike East Bay
 PO Box 1736
 Oakland, CA 94604

Contact: Caitlin Gleason
 Events Manager
 707-480-6897
 Events@BikeEastBay.org

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