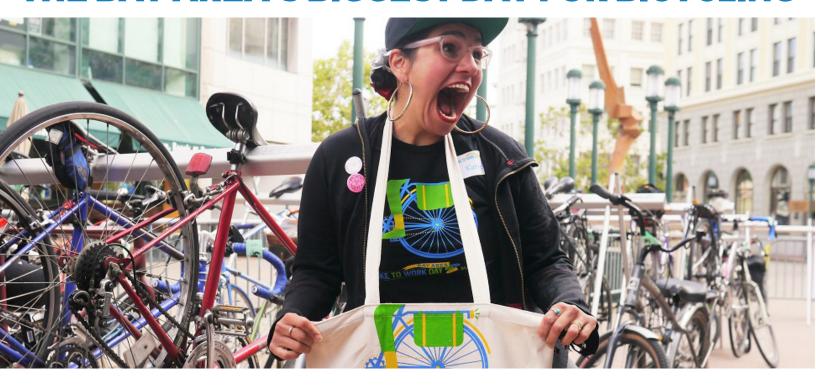
# BAYAREA 25TH 25TH MAY 9, 2019

## THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Each May, riders across the Bay Area pedal in celebration of bicycling as a fun and healthy way to get around town. As a sponsor of Bike to Work Day, you'll reach hundreds of thousands of Bay Area residents in print, online, at events, and on the street. This region-wide event is covered by major media outlets plus thousands of social media posts before and during May, National Bike Month.

#### **BIKE TO WORK DAY HIGHLIGHTS:**

200 ENERGIZER STATIONS

23K COMMUTERS PARTICIPATE

13,500

CUSTOM BAGS 180K

EAST BAY EXPRESS BTWD GUIDE

800

LIMITED EDITION BTWD SHIRTS

8000

POSTERS DISTRIBUTED

### **SPONSORSHIP LEVELS**

		Gold \$10,000	Silver \$5,000	<b>Bronze</b> \$2,500
¥	200 Bike to Work Day Energizer Station Signs	Logo	Logo	Logo
Day of Event	800 Limited Edition T-Shirts	Logo	Logo	Name
of	Opportunity to place item in Bike to Work Day bags	Item	Item	
Day	13,500 Custom Canvas Bags	Logo	Logo	
_	40 Bike to School Day Energizer Station Signs	Logo		
	Ride On, Bike East Bay's Newsletter: 4,000 readers	Logo	Logo	Logo
Print	Bike to Work Day Posters: 5,000 posters	Logo	Logo	Name
Δ.	Bike to School Day Posters: 500 posters	Logo		
<u>.a</u>	Bike East Bay e-newsletters: 12,000 readers	Logo	Logo	Logo
Med +	Event page at BikeEastBay.org: 10,000 unique monthly visitors	Logo & link	Logo & link	Logo
Web + Social Media	Facebook and Twitter: Posts to our 9,000 followers	Name & link (2x)	Name & link (1x)	
So	Bike to School Day page at BikeEastBay.org	Logo & link	(11)	
<u></u>	Bike to Work Day Guide in East Bay Express: 186,000 readers	Logo	Logo	Logo
Media	Press Release	Name		
<b>.</b>	Official post-Bike to Work Day report	Report	Report	Report
More	Free lunchtime commute workshop at your worksite	Workshop		

#### Yes, I want to sponsor Bike To Work Day 2019!

Name	
Business/Organization	
Address	
Phone Number	
Email	
Sponsorship Level*: Gold   Silver   Bronze	

# Sponsorship Deadline February 15, 2019

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

Bike East Bay PO Box 1736 Oakland, CA 94604

#### **Contact:**

Ginger Jui Executive Director 510-845-7433 x1003 Ginger@BikeEastBay.org

<sup>\*</sup>Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs and reach your goals. Please contact us for assistance.