

BAY AREA BIKE TO WORK DAY 25TH YEAR 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	Bronze \$2,500
Day of Event	200 Bike to Work Day Energizer Station Signs	Logo	Logo	Logo
	800 Limited Edition T-Shirts	Logo	Logo	Name
	Opportunity to place item in Bike to Work Day bags	Item	Item	
	13,500 Custom Canvas Bags	Logo	Logo	
	40 Bike to School Day Energizer Station Signs	Logo		
Print	Ride On, Bike East Bay's Newsletter: 4,000 readers	Logo	Logo	Logo
	Bike to Work Day Posters: 5,000 posters	Logo	Logo	Name
	Bike to School Day Posters: 500 posters	Logo		
Web + Social Media	Bike East Bay e-newsletters: 12,000 readers	Logo	Logo	Logo
	Event page at BikeEastBay.org: 10,000 unique monthly visitors	Logo & link	Logo & link	Logo
	Facebook and Twitter: Posts to our 9,000 followers	Name & link (2x)	Name & link (1x)	
	Bike to School Day page at BikeEastBay.org	Logo & link		
Media	Bike to Work Day Guide in East Bay Express: 186,000 readers	Logo	Logo	Logo
	Press Release	Name		
More	Official post-Bike to Work Day report	Report	Report	Report
	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

**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.*