

# BAY AREA BIKE TO WORK DAY MAY 14, 2020

## THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Photo: Malcolm Wallace Photography

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

**13,000**  
CUSTOM BAGS

**180K**  
EAST BAY EXPRESS BTWD GUIDE

**800**  
LIMITED EDITION BTWD SHIRTS

**8,000**  
POSTERS DISTRIBUTED

# SPONSORSHIP LEVELS

**Diamond**  
\$25,000  
Deadline: 1/17

**Gold**  
\$10,000

**Silver**  
\$5,000

**Bronze**  
\$2,500

## Day of Event

200 Bike to Work Day Energizer Station Signs

Logo

Logo

Logo

Name

800 Limited Edition T-Shirts

Logo

Logo

Logo

Name

Opportunity to Place Item in Bike to Work Day Bags



13,000 Custom Canvas Bags

Logo

Logo

Name

Activation at Berkeley Bike Happy Hour



Berkeley Bike Happy Hour Presenting Sponsorship



## Print

RideOn, Bike East Bay's Newsletter: 4,000 readers

Logo

Logo

Logo

Name

East Bay Express Special Edition: 186,000 readers

Logo

Logo

Logo

Name

Bike to Work Day Posters

Logo

Logo

Name

Berkeley Bike Happy Hour Posters

Logo

Logo

## Web + Social Media

Bike to Work Day Special E-Newsletter: 15,000 subscribers

Logo

Logo

Logo

Name

Event Page at BikeEastBay.org

Logo & Link

Logo & Link

Logo

Name

Facebook and Twitter: Posts to our 10,000+ Followers

Name & Link  
(2x)

Name & Link  
(1x)

Banner Ad or Sponsored Post in one E-Newsletter (sponsor provides content)



## More

Official Bike to Work Day Report

Report

Report

Report

Report

Press Release

Name

Name

Business/Organization

Address

Phone Number

Email

Sponsorship Level\*: **Diamond** | **Gold** | **Silver** | **Bronze**

## Sponsorship

## Deadline

**February 14, 2020**

Diamond Sponsor Deadline: January 17

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. Contact us.