

BIKE TO WORK DAY SPONSORSHIP OPPORTUNITIES

Thursday, May 9, 2019

					BIKE MONTH LEAD SPONSOR \$20,000	
			ENERGIZER STATION SPONSOR \$7,500	STATION AND BAG SPONSOR \$10,000		SPONSORED CONTENT Your logo and sponsored content included in two emails to over 33,000 supporters <i>Deadline April 19</i>
			AT ONE SELECTED ENERGIZER STATION	AT ONE SELECTED ENERGIZER STATION	AT TWO SELECTED ENERGIZER STATIONS	ENERGIZER STATION PRESENCE Your banner and a representative from your company alongside the SF Bicycle Coalition <i>Deadline May 2</i>
			AT ONE SELECTED ENERGIZER STATION	AT ONE SELECTED ENERGIZER STATION	AT TWO SELECTED ENERGIZER STATIONS	YOUR PROMOTIONAL ITEM GIVEAWAY AT AN ENERGIZER STATION <i>Deadline May 2</i>
		TOTE BAG SPONSOR \$5,000				FACEBOOK AND TWITTER PROMOTION 50,000 followers <i>Deadline May 2</i>
						YOUR PROMOTIONAL ITEM GIVEAWAY IN ALL 6,000 TOTE BAGS <i>Deadline April 26</i>
						YOUR LOGO ON BIKE TO WORK DAY BAGS 6,000 bags <i>Deadline March 1</i>
	EMPLOYER TOOLKIT SPONSOR \$2,500					YOUR LOGO ON ALL SF BIKE TO WORK DAY PROMOTIONAL POSTERS & POSTCARDS 10,000 distributed throughout SF in 3 languages <i>Deadline March 1</i>
BIKE TO WORK DAY SUPPORTER \$1,500						YOUR FLYER IN 1,100 EMPLOYER TOOLKITS Your logo and promotional flyer included in 1,100 toolkits distributed to SF-based employers <i>Deadline March 28</i>
						RECOGNITION ON BIKE TO WORK DAY WEBSITE 12,000 page views <i>Deadline May 2</i>
						ONE IN-OFFICE URBAN BIKING WORKSHOP & TWO INDIVIDUAL MEMBERSHIPS <i>Deadline May 2</i>
						PRESS CONFERENCE SIGNAGE Your logo on signage at City Hall Press Conference <i>Deadline May 2</i>
						YOUR LOGO IN EMAIL INVITATION Your logo included in email to over 33,000 supporters <i>Deadline May 2</i>

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sfbike.org/btwd