

# WINTERFEST 2019

NOVEMBER 16, 2:00 - 6:00 PM

San Francisco County Fair Building | 1199 9th Ave in Golden Gate Park



## SPONSORSHIP OPPORTUNITIES & MARKETING BENEFITS

Winterfest, the San Francisco Bicycle Coalition's annual member party and fundraiser, brings over 1,200 bike-loving people together to celebrate the success of the San Francisco Bicycle Coalition over the past year.

Your cash sponsorship directly supports bicycle advocacy, ensuring safer streets and more livable communities for all San Franciscans. Together we will create hundreds of miles of bike lanes, pass legislation to improve the safety of our streets, demand more from City officials, give away thousands of bikes through our Community Bike Build program and teach thousands more how to ride a bike. [Join us as a sponsor!](#)

### ELEVATE YOUR BRAND WITH THE SAN FRANCISCO BICYCLE COALITION'S DEDICATED FOLLOWING

184,000



Yearly visitors to  
sfbike.org

55,000



Social media  
followers

35,000



E-newsletter  
subscribers

10,000



San Francisco Bicycle  
Coalition Members

1,200



Winterfest  
attendees

### THREE WAYS TO SPONSOR

1. Pledge online at:  
<https://bit.ly/2NzFiYh>
2. Email your pledge to  
Whitney Libunao at:  
[wlibunao@sfbike.org](mailto:wlibunao@sfbike.org)
3. Mail with payment to San  
Francisco Bicycle Coalition  
Attn: Development  
1720 Market Street  
San Francisco, CA 94102

If you plan to mail your registration, please email Whitney Libunao (at [wlibunao@sfbike.org](mailto:wlibunao@sfbike.org)) or pledge online (<https://bit.ly/2NzFiYh>) in order to meet sponsorship deadlines.

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## SPONSORSHIP OPPORTUNITIES & MARKETING BENEFITS

PRESENTING SPONSOR \$20,000

### TITLE SPONSOR

Company name included as presenting sponsor

### CO-BRANDED PHOTOBOOTH OR STEP AND REPEAT

Your logo included on attendee photo opportunity

### ON SITE PRESENCE

On site activation at event

### SPONSORED CONTENT OPPORTUNITY

Sponsor message included in post-event attendee thank you email

### LOGO ON 200 VOLUNTEER T-SHIRTS

### PROMOTIONAL ITEM GIVEAWAY TO ALL GUESTS

1,200 event attendees

### FACEBOOK, INSTAGRAM & TWITTER PROMOTION

55,000 followers

### STAGE ACKNOWLEDGEMENT

1,200 event attendees

### LOGO ON ALL PROMO POSTERS & POST CARDS

8,000 distributed throughout San Francisco

**Print Deadline: Oct. 4**

### DIRECT EMAIL

Your logo included in three emails

### LOGO DISPLAYED AT EVENT

Your logo displayed on projection screen and print signage

### LOGO ON EVENT PROGRAM

1,200 event attendees

### RECOGNITION ON WINTERFEST WEBSITE

1,500 daily page views

### THANKED IN OUR WINTER TUBETIMES MAGAZINE

40,000 print & online readers

### TICKETS TO EVENT

Event tickets (\$50 value per ticket)

PRINCIPAL SPONSOR \$15,000

DIAMOND SPONSOR \$10,000

## IMPORTANT SPONSORSHIP DEADLINES

**Monday, September 16**

First email invitation

**Friday, October 4**

PRINT DEADLINE

**Monday, October 21**

Second email invitation

**Friday, November 8**

Third email invitation

PLATINUM SPONSOR \$5,000

GOLD SPONSOR \$2,500

SILVER SPONSOR \$1,500

BRONZE SPONSOR \$500

LOGO

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20 TICKETS + 20 UNLIMITED BEVERAGE GLASSES

15 TICKETS + 15 UNLIMITED BEVERAGE GLASSES

10 TICKETS + 10 UNLIMITED BEVERAGE GLASSES

5 TICKETS + 5 UNLIMITED BEVERAGE GLASSES

8 TICKETS

4 TICKETS

2 TICKETS