Make it known that your company is part of the fight for a sustainable future by becoming a Bike to Work Day sponsor. Reach hundreds of thousands through our print, event and online promotions during SF’s most popular biking day. Contact development@sfbike.org for more information.

**ELEVATE YOUR BRAND**

**WITH THE SAN FRANCISCO BICYCLE COALITION’S DEDICATED FOLLOWING.**

- **184,000**
  - Yearly visitors to sfbike.org

- **55,000**
  - Social media followers

- **10,000**
  - SF Bicycle Coalition members

- **37,000**
  - People who biked on BTWD

- **6,000**
  - Bags given away

- **35,000**
  - E-newsletter subscribers

**TREND**

- **35%**
  - More people biking on BTWD than on average

- **#BTWD**
  - on Twitter in 2020
## Sponsorship Opportunities

### Sponsored Content
Your logo and sponsored content included in two emails to over 35,000 supporters

**Deadline April 1**

### Logo in Emails
Your logo in two emails to over 35,000 supporters

**Deadline April 1**

### Energizer Station Presence
Your banner and a representative from your company alongside the SF Bicycle Coalition

**Print Deadline April 1**

### Your Promotional Item Giveaway at an Energizer Station

**Deadline April 1**

### Social Media Promotion
55,000 followers

**Deadline April 1**

### Your Promotional Item Giveaway in All 6,000 Tote Bags

**Deadline April 22**

### Your Logo on Bike to Work Day Bags
6,000 bags

**Deadline Feb 28**

### Your Logo on All SF Bike to Work Day Promotional Posters & Postcards
6,500 distributed in SF in 3 languages

**Deadline Feb 28**

### One In-Office Urban Biking Workshop
Scheduled by April 1

### Recognition on Bike to Work Day Website
12,000 page views

**Deadline April 1**

### Press Conference Signage
Your logo on signage at City Hall press conference

**Deadline April 1**

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**SFBIKE.ORG/BTWD**