

BIKE TO WORK DAY IS SEPT 24, 2020



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

39,000



E-newsletter
subscribers

TREND



on Twitter with
#BTWD in 2020

35%



More people biking
on BTWD than
on average



SPONSORSHIP OPPORTUNITIES

	BIKE MONTH LEAD SPONSOR \$20,000	STATION AND BAG SPONSOR \$10,000	ENERGIZER STATION SPONSOR \$7,500	TOTE BAG SPONSOR \$5,000	BIKE TO WORK DAY CHAMPION \$2,500	BIKE TO WORK DAY SUPPORTER \$1,500
SPONSORED CONTENT Your logo and sponsored content included in two emails to over 39,000 supporters Deadline August 14	●					
LOGO IN EMAILS Your logo in two emails to over 39,000 supporters Deadline August 14	●	●				
ENERGIZER STATION PRESENCE Your banner and a representative from your company alongside the SF Bicycle Coalition Deadline August 14	● AT TWO SELECTED ENERGIZER STATIONS	● AT ONE SELECTED ENERGIZER STATION	● AT ONE SELECTED ENERGIZER STATION			
YOUR PROMOTIONAL ITEM GIVEAWAY AT AN ENERGIZER STATION Deadline August 14	● AT TWO SELECTED ENERGIZER STATIONS	● AT ONE SELECTED ENERGIZER STATION	● AT ONE SELECTED ENERGIZER STATION			
SOCIAL MEDIA PROMOTION 55,000 followers Deadline September 8	●	●	●			
YOUR PROMOTIONAL ITEM GIVEAWAY IN ALL 6,000 TOTE BAGS Deadline August 14	●	●	●	●		
YOUR LOGO ON ALL BIKE TO WORK DAY BAGS 6,000 bags Deadline July 27	●	●	●	●		
YOUR LOGO ON ALL SF BIKE TO WORK DAY PROMOTIONAL POSTERS & POSTCARDS 6,500 distributed in SF in 3 languages Deadline August 3	●	●	●	●	●	
ONE IN-OFFICE URBAN BIKING WORKSHOP Scheduled by August 14	●	●	●	●	●	
RECOGNITION ON BIKE TO WORK DAY WEBSITE 12,000 page views Deadline September 8	●	●	●	●	●	●
PRESS CONFERENCE SIGNAGE Your logo on signage at City Hall press conference Deadline September 8	●	●	●	●	●	●

SFBIKE.ORG/BTWD

