

# WINTERFEST 2021

December 12th, 2:00PM — 5:00PM

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



## SPONSORSHIP OPPORTUNITIES, MARKETING BENEFITS & RECOGNITION

Winterfest, San Francisco Bicycle Coalition's annual member party and fundraiser, brings 500+ bike-loving people together to celebrate the success of the San Francisco Bicycle Coalition community. To learn more about the event visit [sfbike.org/winterfest](https://sfbike.org/winterfest)

Join us as a sponsor today. Your cash sponsorship will ensure safer streets and more livable communities for all San Franciscans.

For more information about sponsorship visit: [sfbike.org/sponsorwinterfest](https://sfbike.org/sponsorwinterfest)

## SAN FRANCISCO BICYCLE COALITION FOLLOWERS AND SUPPORTERS

184,000



Yearly visitors to  
[sfbike.org](https://sfbike.org)

55,000



Social media  
followers

35,000



E-newsletter  
subscribers

10,000



San Francisco Bicycle  
Coalition Members

500+



Winterfest  
attendees

1,000+



Online Auction site Visitors,  
[BiddingForGood.com](https://BiddingForGood.com)

### THREE WAYS TO SPONSOR

1. Pledge online at:  
[sfbike.org/sponsorwinterfest](https://sfbike.org/sponsorwinterfest)
2. Email your pledge to Janelle Wong at: [janelle@sfbike.org](mailto:janelle@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 Janelle Wong (at [janelle@sfbike.org](mailto:janelle@sfbike.org))

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## WINTERFEST SPONSORSHIP LEVELS AND RECOGNITION

Join us as a sponsor today and we will immediately recognize your name, company or organization on our website.

**KEY DATES FOR RECOGNITION OPPORTUNITIES**

**Thursday, November 11** — First email invitation

**Monday, November 22** — Second email invitation

**Thursday, December 2** — Third email invitation

**Sunday, December 12** — Winterfest Event!

	PRESENTING SPONSOR \$20,000	PRINCIPAL SPONSOR \$15,000	DIAMOND SPONSOR \$10,000	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,500	BRONZE SPONSOR \$500
<b>TITLE SPONSOR</b> Company name included as presenting sponsor	●						
<b>SPONSORED CONTENT OPPORTUNITY</b> Sponsor message included in post-event attendee thank you email	●	●					
<b>ON SITE PRESENCE</b> On site activation at event-table/booth	●	●					
<b>LOGO ON EVENT PROGRAM</b> If sponsorship is confirmed by Nov 12,2021	●	●	●				
<b>LOGO ON ONLINE AUCTION SITE</b> BiddingForGood	●	●	●	●			
<b>SOCIAL MEDIA RECOGNITION</b> 55,000 followers	●	●	●	●			
<b>INSTAGRAM REEL</b> Tag on instagram reel and logo on carousel image	●	●	●	●			
<b>STAGE ACKNOWLEDGEMENT</b> 500+ event attendees	●	●	●	●	●		
<b>DIRECT EMAIL</b> Your logo included in three emails	LOGO	LOGO	LOGO	LOGO	●		
<b>SF BICYCLE COALITION MERCH</b>	T-SHIRTS (5) + HOODIES (5)	T-SHIRTS (4) + HOODIES (4)	T-SHIRTS (4) + HOODIES (2)	T-SHIRTS (2) + HOODIES (2)	T-SHIRTS (2)		
<b>LOGO DISPLAYED AT EVENT</b> Your logo displayed on projection screen	●	●	●	●	●	●	●
<b>RECOGNITION ON WINTERFEST WEBSITE</b> 1,500 daily page views	●	●	●	●	●	●	●
<b>TICKETS TO EVENT</b> Event tickets (\$50 value per ticket)	20 TICKETS + 20 UNLIMITED BEVERAGE GLASSES	15 TICKETS + 15 UNLIMITED BEVERAGE GLASSES	10 TICKETS + 10 UNLIMITED BEVERAGE GLASSES	5 TICKETS + 5 UNLIMITED BEVERAGE GLASSES	5 TICKETS	5 TICKETS	2 TICKETS