

SF BICYCLE COALITION BTWD SPONSORSHIP MAY 15, 2025

Sponsorship Opportunities, Marketing Benefits and Recognition

The Bay Area Bike to Work Day (BTWD) started more than 30 years ago to celebrate biking as a fun commute option, reducing reliance on cars and promoting wellness. During the pandemic, the event expanded into Bike to Wherever Day, encouraging everyone to use their bike for more than just commuting.

Make it known that your company supports a more livable, equitable, and sustainable future by becoming a Bike to Wherever Day Sponsor. Reach thousands through our print and online promotions leading up to and during San Francisco's most popular day to bike!

Key Dates and Deadlines

- Jan 20 Presenting Sponsor pledges and logos due (\$25k+)
- Feb 3 Logos due for tote bags, t-shirts (\$10k+ sponsors)
- Mar 3 Logos for Energizer Station banners
- Apr 10 Bag inserts and digital swag due
- April 1 First email to announce the event
- May 13 Second email invitation
- Thursday, May 15 - BTWD event!

SF Bicycle Coalition Followers and Supporters

- 265,800 Yearly visitors to sfbike.org
- 61,000 Social media followers
- 48,500 Email newsletter subscribers
- 5,000+ SF Bicycle Coalition Members
- 10,000+ People Biking in San Francisco on BTWD
- (20,000+ region wide)

We'd love to have you join us as a Sponsor!

Sponsor benefits are customizable. Please reach out to Deb Clearwaters, director of development deb@sfbike.org, 415-289-9256 today to show your employees and customers that you support a more livable San Francisco.



SFBIKE.ORG/BIKE-TO-WHEREVER-DAY
DEVELOPMENT@SFBIKE.ORG
415.289.9256



SF BICYCLE COALITION BTWD SPONSORSHIP MAY 15, 2025

BENEFITS	PRESENTING \$25,000	ENERGIZER STATION \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BTWD \$500
BANNER AT ALL ENERGIZER STATIONS MAY 15, 2025	✓					
SPONSORED CONTENT SPONSOR CONTENT INCLUDED IN EMAIL OR BLOG TO 50,000 SUBSCRIBERS	✓					
MEMBERSHIP GIVEAWAY GIVEAWAY SPONSORED BY YOUR COMPANY FIRST 25 MEMBERS	✓					
ENERGIZER STATION YOUR BANNER AND REPRESENTATIVE ALONGSIDE SFBIKE AT AN ENERGIZER STATION ON MAY 15	✓	✓				
LOGO ON SF TOTE BAGS AND T-SHIRTS PLEDGE AND LOGO DUE FEB 18, 2025	✓	✓				
BIKE WORKSHOP ONE VIRTUAL OR ONSITE BIKING WORKSHOP	✓	✓				
EMAIL RECOGNITION LOGO INCLUDED IN BTWD EMAILS TO 48K CONTACTS	✓	✓	✓			
DIGITAL COUPON IN PROMINENT BTWD DAY VIRTUAL SWAG BAG	✓	✓	✓			
INSTAGRAM POST TAG AND LOGO ON CAROUSEL POST	✓	✓	✓			
MEDIA RELEASE	✓	✓	✓	✓		
FREE BTWD BAG SPONSORS MAY PURCHASE ADDITIONAL BAGS FOR DISCOUNTED PRICE OF \$5	30	16	12	6	4	2
LOGO/NAME RECOGNITION ON SFBIKE.ORG/BIKE-TO-WHEREVER-DAY/	✓	✓	✓	✓	✓	✓
MEMBERSHIPS FOR YOUR EMPLOYEES AND COLLEAGUES	20	10	5	3	2	1



SFBIKE.ORG/BIKE-TO-WHEREVER-DAY
DEVELOPMENT@SFBIKE.ORG
415.289.9256



SF BICYCLE COALITION BTWD SPONSORSHIP MAY 15, 2025



2022 BTWD BAG SHOWING SPONSOR LOGO PLACEMENT



POSTER FROM 2024 SHOWING SPONSOR LOGO PLACEMENT



SFBIKE.ORG/BIKE-TO-WHEREVER-DAY
DEVELOPMENT@SFBIKE.ORG
415.289.9256



SF BICYCLE COALITION BTWD SPONSORSHIP MAY 15, 2025

PHOTOS FROM ENERGIZER STATIONS SHOWING SPONSOR TENTS AND BANNERS

