

# SF BICYCLE COALITION BTWD SPONSORSHIP MAY 14, 2026

## Celebrate and Support Biking and Rolling in San Francisco!

Show your support for a more livable, equitable, and sustainable future by becoming a Bike to Wherever Day Sponsor. Reach thousands in this highly visible and joyful event, through our print and online promotions leading up to and during San Francisco's most popular day to bike and roll!

The Bay Area Bike to Wherever Day (BTWD) started more than 30 years ago to celebrate biking for everyday transportation, reducing reliance on cars and promoting wellness. The mission of the SF Bicycle Coalition is to advocate, educate, and build community for safe, convenient, and welcoming biking and rolling for all San Franciscans.

### Key Dates and Deadlines

Feb 16: Logos due for tote bags, t-shirts (\$10k+ sponsors)  
Mar 3: Logos due for 17+ Energizer Station banners (\$10k+)  
Apr 10: First email to announce the event (\$500+ sponsors)  
Bag inserts and digital swag due  
Apr 22: Second email invitation (\$500+ sponsors)  
Thursday, May 14: BTWD event!

### SFBike Followers and Supporters

265,800 Yearly visitors to [sfbike.org](http://sfbike.org)  
32,000 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)  
Presenting sponsors' logos on SFMTA bus ads  
reaching over 4M people monthly

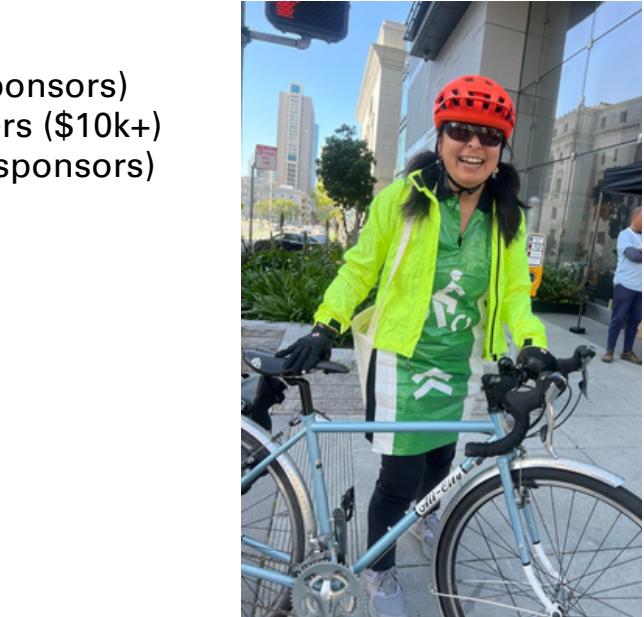
### We'd love to have you join us as a Sponsor!

Sponsor benefits are customizable and last one year. Reach out today to show your employees and customers that you support a safer, more livable, and thriving city.

[sfbike.org/btwd](http://sfbike.org/btwd)



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



# BTWD2026 SPONSOR BENEFITS

| BENEFITS  | PRESENTING<br>\$25,000 | ENERGIZER<br>STATION<br>\$10,000 | PLATINUM<br>\$5,000 | GOLD<br>\$2,500 | SILVER<br>\$1,000 | BTWD<br>\$500 |
|---|------------------------|----------------------------------|---------------------|-----------------|-------------------|---------------|
| YOUR BRAND IN ADS & ALL 17+ ENERGIZER STATIONS  | ✓                      |                                  |                     |                 |                   |               |
| YOUR LOGO ON SFMTA BUS ADS 3 MONTHS REACHING MILLIONS                                     | ✓                      |                                  |                     |                 |                   |               |
| LOGO ON 9 COUNTY TOTE BAGS PLEDGE AND LOGO DUE FEB 16, 2026                               | ✓                      |                                  |                     |                 |                   |               |
| SPONSORED CONTENT SPONSOR CONTENT INCLUDED IN EMAIL OR BLOG TO 50,000 SUBSCRIBERS         | ✓                      | ✓                                |                     |                 |                   |               |
| ENERGIZER STATION YOUR BANNER AND REPRESENTATIVE ALONGSIDE SFBIKE AT AN ENERGIZER STATION | ✓                      | ✓                                |                     |                 |                   |               |
| LOGO ON SF TOTE BAGS PLEDGE AND LOGO DUE FEB 16, 2026                                     | ✓                      | ✓                                | ✓                   |                 |                   |               |
| BIKE WORKSHOP ONE VIRTUAL OR ONSITE BIKING WORKSHOP                                       | ✓                      | ✓                                | ✓                   |                 |                   |               |
| INSTAGRAM POST TAG AND LOGO ON CAROUSEL POST  | ✓                      | ✓                                | ✓                   |                 |                   |               |
| DIGITAL COUPON IN PROMINENT BTWD DAY VIRTUAL SWAG BAG                                     | ✓                      | ✓                                | ✓                   | ✓               | ✓                 | ✓             |
| EMAIL RECOGNITION LOGO INCLUDED IN BTWD EMAILS TO 48K CONTACTS                            | ✓                      | ✓                                | ✓                   | ✓               | ✓                 | ✓             |
| MEDIA RELEASE   | ✓                      | ✓                                | ✓                   | ✓               | ✓                 | ✓             |
| FREE BTWD BAG SPONSORS MAY PURCHASE ADDITIONAL BAGS FOR DISCOUNTED PRICE OF \$5           | 30                     | 15                               | 10                  | 6               | 4                 | 2             |
| LOGO/NAME RECOGNITION ON SFBIKE.ORG/BTWD/   |                        |                                  |                     |                 |                   |               |
| MEMBERSHIPS FOR YOUR EMPLOYEES AND COLLEAGUES   | 20                     | 10                               | 8                   | 6               | 4                 | 2             |



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# BTWD2026 VISIBILITY FOR YOUR BRAND



2025 BTWD BAG



PRESENTING SPONSOR  
LOGO ON BUSES FOR 3  
MONTHS



POSTER FROM 2024 SHOWING  
SPONSOR LOGO PLACEMENT



YOUR CORPORATE LOGO AT YOUR  
ENERGIZER STATION



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# BTWD2026 CELEBRATING BIKING & ROLLING IN SF

