

BAY AREA BIKE TO WORK DAY MAY 14, 2020

THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Photo: Malcolm Wallace Photography

Each May, riders across the Bay Area pedal in celebration of bicycling as a fun and healthy way to get around town. As a sponsor of Bike to Work Day, you'll reach hundreds of thousands of Bay Area residents in print, online, at events, and on the street. This region-wide event is covered by major media outlets plus thousands of social media posts before and during May, National Bike Month.

BIKE TO WORK DAY HIGHLIGHTS:

200 ENERGIZER
STATIONS

23K COMMUTERS
PARTICIPATE

13,000
CUSTOM
BAGS

180K
EAST BAY EXPRESS
BTWD GUIDE

800
LIMITED EDITION
BTWD SHIRTS

8,000
POSTERS
DISTRIBUTED

SPONSORSHIP LEVELS

Diamond
\$25,000
Deadline: 1/17

Gold
\$10,000

Silver
\$5,000

Bronze
\$2,500

Day of Event

200 Bike to Work Day Energizer Station Signs

Logo

Logo

Logo

Name

800 Limited Edition T-Shirts

Logo

Logo

Logo

Name

Opportunity to Place Item in Bike to Work Day Bags



13,000 Custom Canvas Bags

Logo

Logo

Name

Activation at Berkeley Bike Happy Hour



Berkeley Bike Happy Hour Presenting Sponsorship



Print

RideOn, Bike East Bay's Newsletter: 4,000 readers

Logo

Logo

Logo

Name

East Bay Express Special Edition: 186,000 readers

Logo

Logo

Logo

Name

Bike to Work Day Posters

Logo

Logo

Name

Berkeley Bike Happy Hour Posters

Logo

Logo

Web + SocialMedia

Bike to Work Day Special E-Newsletter: 15,000 subscribers

Logo

Logo

Logo

Name

Event page at BikeEastBay.org

Logo & Link

Logo & Link

Logo

Name

Facebook and Twitter: Posts to our 9,000+ followers

Name & Link
(2x)

Name & Link
(1x)

Banner Ad or Sponsored Post in one E-Newsletter
(sponsor provides content)



More

Official Bike to Work Day Report

Report

Report

Report

Report

Press Release

Name

Name

Business/Organization

Address

Phone Number

Email

Sponsorship Level*: **Diamond** | **Gold** | **Silver** | **Bronze**

Sponsorship Deadline

February 14, 2020

Diamond Sponsor Deadline: January 17

Please send this form to

Ginger@BikeEastBay.org

or mail it to the address below.

Bike East Bay

PO Box 1736

Oakland, CA 94604

Contact: Ginger Jui
Executive Director
510-845-7433 x1003
Ginger@BikeEastBay.org

*Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs. Contact us.