

# Bike Your Business



Help build the coalition's Bike of Funds; it's what keeps us rolling. Sponsor the SLO County Bicycle Coalition and be enormously rewarded for your support.

Your generous contribution earns your business the opportunity to gain extremely positive exposure and align your business with the Coalition's message of health and sustainability.

At the starting level of \$150, your business will officially become a Bike Friendly Business. Your business name will be listed in the Bike Friendly Business section of our newsletter and on our website. You will also receive a Bike Friendly Business sticker and the opportunity for further exposure by providing discounting your goods or services to Bike Coalition Members.

Give above and beyond the \$150 level and you will seriously keep our wheels spinning, receiving all of the Bike Friendly Business rewards listed above and additional upgraded exposure on the web or through our successful programs with rewards listed for each sponsor level below.

## Sponsorship Levels, Options, and Rewards

Silver Sponsor	Gold Sponsor	Platinum Sponsor	REWARDS / EXPOSURE
\$500	\$3,000	\$5,000	
✓			Listing at the <b>Silver Level</b> on our Bike Friendly Business webpage with clickthrough 100 sq.px. logo display link.
✓			Listing at the <b>Silver Level</b> in the Bike Friendly Business section of our newsletter (4 annually reaching over 400 members).
	✓		Listing at the <b>Gold Level</b> on our Bike Friendly Business webpage with clickthrough 200 sq.px. logo display link.
	✓		Listing at the <b>Gold Level</b> in the Bike Friendly Business section of our newsletter (4 annually reaching over 400 members).
	✓	✓	Have your logo featured in our rotating Gold & Platinum level sponsor box on our home, news, Bike Friendly Business, and about us webpages with clickthrough link. Logos will display at 125 sq.px.
		✓	Listing at the <b>Platinum Level</b> on our websites' Bike Friendly Business page with clickthrough 300 sq.px. logo display link.
		✓	Listing at the <b>Platinum Level</b> in the Bike Friendly Business section of our newsletter with logo display of up to 1"x2". (4 annually reaching over 400 members).
		✓	<b>Sponsor</b> one of our programs or publications and receive more publicity throughout the entire county. Become an official presenter of one of our programs. See the back of this page for more details regarding program options, attributes, and exposure.

# Platinum Level Details



**By giving over \$5,000 you will become a sponsor of one of our excellent programs or publications.**

Available programs, publications and their corresponding sponsorship policy are listed below.

## **Newsletter:**

Attributes

- Four annual publications; three newsletters, one annual report.
- Approximately 600 copies printed per document.
- Mailed to over 400 members and distributed at our events throughout the county.

Exposure

- Page 2 will feature a banner stating "Newsletter presented by... YOUR COMPANY'S LOGO."
- Logo will be up to 1 inch by 2 inches in size.
- Only 3 Newsletter sponsorship opportunities available.

## **E-News:**

Attributes

- Over 20 E-news mailings annually.
- Each issue sent to over 700 people throughout the county and state.

Exposure

- The bottom of each newsletter stating "E-News presented by... YOUR COMPANY'S LOGO."
- The logo will be an active clickthrough link to your website.
- The logo may be up to 125 pixels square.
- Only 3 E-news sponsorship opportunities available.

## **Bike Confidence Program:**

Attributes

- Over 20 events and workshops annually.
- Reached over 500 individuals in 2008.
- Hundreds of posters, ads, and brochures distributed throughout SLO County.

Exposure

- The bottom of each poster featuring YOUR COMPANY'S LOGO.
- The logo will be up to 1 inch by 1 inch in size.
- The bottom of each Bike Confidence webpage will feature your logo (5 pages total).
- The logo will be an active clickthrough link to your website.
- The logo may be up to 125 pixels square.
- Only 2 Bike Confidence program sponsorship opportunities available.

## **Bike Valet Program:**

Attributes

- Over 50 events annually.
- Reached over 6000 bikes parked in 2008.
- Present at every Thursday SLO Farmer's Market.

Exposure

- "Bike Valet presented by... YOUR COMPANY'S LOGO" Banner Displayed at the Bike Valet.
- Logo will be up to 2 feet by 4 feet in size.
- The bottom of each Bike Valet webpage will feature your logo (3 pages total).
- The logo will be an active clickthrough link to your website.
- The logo may be up to 125 pixels square.
- Only 2 Bike Confidence program sponsorship opportunities available.