



BIKE TO WHEREVER DAY 2022



THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day is Bike East Bay's biggest community event of the year, with thousands of bicyclists of all ages and paths of life taking to the streets to show their support for two-wheeled transportation. The celebration remains popular, safe, inclusive, and welcoming despite the COVID-19 pandemic: a tribute to the success and vitality of the bicycle movement. Bike to Wherever Day is a regional Bay Area event that raises the visibility of bicycling and encourages more people to make healthy, active transportation choices.

BIKE TO WHEREVER DAY HIGHLIGHTS:



16,000

Email Subscribers



24,600

Followers Across Social



10,600

Custom Bags



BIKE TO WHEREVER DAY



MAY 20
2022

SPONSORSHIP LEVELS

| | | Diamond \$25,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 |
|--------------------|--|---------------------|------------------|-------------------|-------------------|
| Day of Event | Bike to Wherever Day Energizer Station Signs | Logo | Logo | Logo | Name |
| | Your Offer/Advertisement in Digital Goodie Bag | | | | |
| | 10,600 Custom Canvas Bags | Logo | Logo | Name | |
| Print | RideOn, Bike East Bay's Newsletter: 4,000 readers | Logo | Logo | Logo | Name |
| Web + Social Media | Bike to Wherever Day Special E-Newsletter: 16,000 subscribers | Logo | Logo | Logo | Name |
| | Event Page at BikeEastBay.org | Logo & Link | Logo & Link | Logo | Name |
| | Instagram: shout-out in Bike to Wherever Day stories | | | | |
| | Bike to Wherever Day Digital Posters | Logo | Logo | Name | |
| | Twitter, Facebook, and Instagram: Posts to our 24,000+ 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 |

Name

Business/Organization

Address

Phone Number

Email

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

Deadline: February 28, 2022

Please send this form to
Events@BikeEastBay.org
or mail it to the address below.

Bike East Bay
PO Box 1736
Oakland, CA 94604

Contact: Hyeran Lee
Engagement Director
510-845-7433 x1007
Hyeran@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.