

BIKE TO WORK DAY



Thursday May 14, 2015

Promotional Opportunities: Bike to Work Day is the Bay Area's biggest and most inclusive bicycling event of the year. In 2014, 20,000 people participated in the East Bay. We invite you to participate in this event, and be a part of our work making the East Bay a better place for bicyclists. Your generosity will represent you to our large and mobilized community of East Bay bicyclists:



12,000 Custom Bags: Our canvas bags are one of our most popular promotional pieces. Not only do we see people using them throughout the year, but on Bike to Work Day they are stuffed with plenty of swag from bicycle-friendly businesses! Sponsor logos are printed on the back and estimated bag impressions are close to 4 million throughout the first year of use, based on bag distribution and usage.

750 Limited Edition T-shirts: These t-shirts are worn by all the energizer station hosts and volunteers on Bike to Work Day. They are seen and recognized by thousands of commuters who stop at Energizer stations on their way to work! These t-shirts are prized by members of our community, who work to collect them all, year after year.



8,000 Posters: Our Bike to Work Day posters are distributed around the East Bay, featured in many store fronts, and sent directly to over 1,500 employers. The posters feature original artwork every year and are customized to advertise local Bike to Work Day events.

Online and Print Promotion: Sponsors are featured in the East Bay Express's Bike to Work Day Guide, which provides commuters around the East Bay with a map of Energizer Stations, event information, and more! The Guide is seen by over 186,000 readers. Logos also appear on our website and in a newsletter and e-blasts to our over 8,500 members and supporters. Bike East Bay has a strong following on Facebook and Twitter, and is very vocal about thanking our sponsors!



Free Lunchtime Commute Workshop: We will send one of our certified bicycle safety instructors to your worksite to help encourage employees to bike to work. These workshops are always fun and a great way for a company to encourage alternative commutes! The workshops are part of Bike East Bay's education program, one of the largest and most successful of its kind in the nation.

Sponsorship Levels



Platinum Sponsor - \$10,000

- **Bike to Work Day**
 - Logo on 12,000 Custom Canvas Bike Bags
 - Opportunity to place item in Bike to Work Day Bags
 - Logo on 750 Limited Edition t-shirts
 - Logo on 8,000 Event Posters
 - Logo in Bike East Bay Ride On Newsletter (Readers: 4,000)
 - Logo in Bike to Work Day Guide in East Bay Express (Readers: 186,000)
 - Logo on 130 Energizer Station Signs
 - Free Lunchtime commute workshop at your worksite
 - Logo on Bike East Bay's website (Monthly Unique Visitors: 10,000)
 - Logo in Bike East Bay e-newsletters (Readers: 8,500)
 - Official post-Bike to Work Day report
- **Bike to School Day**
 - Logo on over 400 Bike to School Day posters
 - Logo on 40 Bike to School Day energizer station signs
 - Logo on Bike to School Day page at BikeEastBay.org

Gold Sponsor - \$5,000

- Logo on 12,000 Custom Canvas Bike Bags
- Opportunity to place item in Bike to Work Day Bags
- Logo on 750 Limited Edition t-shirts
- Logo on 8,000 Event Posters
- Logo in Bike East Bay Ride On Newsletter (Readers: 4,000)
- Logo in Bike to Work Day Guide in East Bay Express (Readers: 186,000)
- Logo on 130 Energizer Station Signs
- Free Lunchtime commute workshop at your worksite
- Logo on Bike East Bay's website (Monthly Unique Visitors: 10,000)
- Logo in Bike East Bay e-newsletters (Readers: 8,500)
- Official post-Bike to Work Day report



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Silver Sponsor - \$2,500

- Name on 750 Limited Edition t-shirts
- Name on 8,000 Event Posters
- Logo in Bike East Bay Ride On Newsletter (Readers: 4,000)
- Logo in Bike to Work Day Guide in East Bay Express (Readers: 186,000)
- Logo on 130 Energizer Station Signs
- Free Lunchtime commute workshop at your worksite
- Logo on Bike East Bay's website (Monthly Unique Visitors: 10,000)
- Logo in Bike East Bay e-newsletters (Readers: 8,500)
- Official post-Bike to Work Day report

Bronze Sponsor - \$1,000

- Logo in Bike East Bay Ride On Newsletter (Readers: 4,000)
- Logo in Bike to Work Day Guide in East Bay Express (Readers: 186,000)
- Logo on 130 Energizer Station Signs
- Logo on Bike East Bay's website (Monthly Unique Visitors: 10,000)
- Logo in Bike East Bay e-newsletters (Readers: 8,500)
- Official post-Bike to Work Day report



Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs and reach those goals.

Yes, I want to be a part of a Bike to Work Day event!

Sponsorship Level Commitment _____

Contact _____

Business or Organization _____

Address _____

Phone Number _____

E-Mail Address _____

Thank you for your support! To get the most out of your sponsorship, please commit by February 14th. Please make checks payable to Bike East Bay. Send forms to: Bike East Bay, P.O. Box 1736, Oakland, CA 94604 or to renee@BikeEastBay.org



Sponsor Story

BIKE TO WORK DAY



Jamba Juice was a new Bike to Work Day sponsor in 2014, but they are not new to being bike friendly. When you walk into Jamba Juice's Emeryville headquarters, you're immediately greeted by a set of bright orange PUBLIC bikes. They're loaner bikes at the disposal of employees, and only the tip of the iceberg in terms of Jamba Juice's efforts to encourage employees to bike.



Shower rooms, branded jerseys, health insurance premium discounts are all successful incentives. In addition, ahead of Bike to Work they organized bike tune-up classes and practice rides. Howie Miller, Jamba Juice's in-house lawyer, is a new addition to the team but has been biking to work for more than six years. "The majority of major employers in the area don't get it yet," he says, "but at Jamba Juice biking is part of the culture. It's entrenched, it's intrinsic, and I like that."

Commuter Story

When Dan Robertson, 51 and an Oakland firefighter, was asked why he rides a bike to work, he laughed loudly. "Oh, there are so many reasons. I get to arrive to work feeling refreshed. It's great for the environment. It keeps me in good cardio shape, which is important for my job. I save money on car expenses. Oh yeah, and I get to experience beautiful scenery."



In his 25 years as an Oakland firefighter, he has convinced five of the nine firefighters at his station to commute by bicycle. They all know it helps free them from the traumas they are surrounded by in their jobs. "When I ride home after a 24-hour shift of medical emergencies, it's great; I get to clear my head and focus on nice things," Dan said. Dan fell in love with bicycling at age 10, when he began riding and later racing BMX bicycles. Clearly the passion and joy he had for riding as a child is still with him today.