

BAY AREA BIKE TO WHEREVER DAY 2021

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












22,500
Followers Across Social



8,500
Custom Bags



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				
	8,500 Custom Canvas Bags	Logo	Logo	Name	
Print	RideOn, Bike East Bay's Newsletter: 4,000 Readers	Logo	Logo	Logo	Name
	Bike to Wherever Day Special E-Newsletter: 16,000 Subscribers	Logo	Logo	Logo	Name
Web + Social Media	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	
	Facebook and Twitter: Posts to our 10,000+ Followers per Platform	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, 2021

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

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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.