

LOVE TO RIDE SAN DIEGO COUNTY



Bike Month

May 2021



The San Diego County Bicycle Coalition is hosting a semi-virtual Bike Month Challenge!

We invite you to join us this year as we connect with thousands of new and experienced bike riders across San Diego County. Love to Ride is an engaging way to turn non-cyclists into regular riders and strengthen the local bike community. Increasing ridership is essential to meeting our climate action goals and Love to Ride gives us a direct line to San Diego cyclists!

There will be weekly (and sometimes daily) prize drawings for people who participate in events during the month-long challenge. During the challenge we'll collect valuable data about who is riding, what gets them on their bike, and what barriers they face to riding more often.

How Love to Ride Works

Starting in March we're getting San Diegans excited for our Love to Ride Bike Month Challenge.

Participants can register for free anytime. Once registered, they visit the Love to Ride website and app regularly to check in on their rank/points, earn badges, set riding goals, post photos, share stories and take part in the weekly challenges. Participants also receive regular emails from the SDCBC and Love to Ride about upcoming challenges, events and recent winners.

We expect to get 3000 riders on the platform by April 2021!

How Love to Ride Benefits Our Sponsors

Love to Ride allows you to connect with new and occasional bike riders. Many of our new riders are parents, young adults and women who don't consider themselves "cyclists." You can use this platform to showcase the great work of your organization while helping to grow our local bike community.

As a sponsor, data about rider demographics, barriers to cycling, and more will be available to you.

It is in everyone's best interest to increase bike ridership so that we can reduce traffic, reduce pollution, decrease traffic fatalities, and make our county more livable. Be a part of this movement!

Visit www.lovetoride.net/sandiegocounty!

Participants Stats

98% want participate in next year's challenge

50% women

69% said Love to Ride encouraged them to be more active

30% are new or occasional riders



LOVE TO RIDE

Tier 1- Prize Sponsor

Benefits to your business:

- Your logo/website link on the Love to Ride website sponsors page and prize page
- Your logo/website link on the SDCBC website
- Your logo/website link on the challenge week newsletter when your prize is drawn
- A social media shout-out to your business when we giveaway your prize

Tier 2- Monetary Sponsorship of up to \$3000

Benefits to your business:

- Your logo/website link on the Love to Ride sponsors webpage and other applicable pages
- Your logo/website link on the SDCBC website
- Your logo/website link on all 5 of the Bike Month newsletters
- Social media shout-outs to your business during Bike Month
- One customized announcement on the Love to Ride website during Bike Month
- A table at an in-person event or a guest spot in a virtual event

Tier 3- Monetary Sponsorship of more than \$3000

Benefits to your business:

- Your logo/website link on the footer of every Love to Ride webpage
- Your logo/website link on the SDCBC website
- Your logo/website link on all 5 Bike Month newsletters
- A weekly social media shout-out to your business during Bike Month
- A guest spot on a virtual event or an advertisement for your organization at every bike month virtual event
- Customized announcements on the Love to Ride website (all year long)
- Access to Love to Ride Bike Month Data and location specific data





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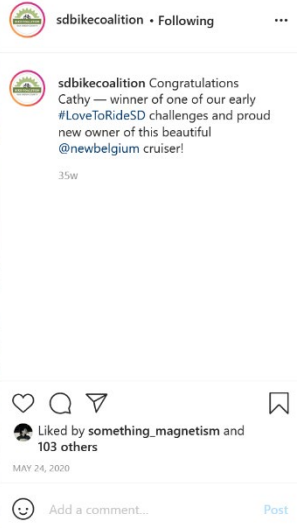





We use our social media pages to encourage people to take part in challenges and celebrate the winners.





[@sdbikecoalition](https://www.instagram.com/sdbikecoalition)


[@lovetoridesd](https://www.instagram.com/lovetoridesd)

(Sponsors get tagged and mentioned in every relevant post!)

HOME MY PROFILE STORIES PRIZES RESULTS INFO

Sylvie Fronce

What are your #RideResolutions?

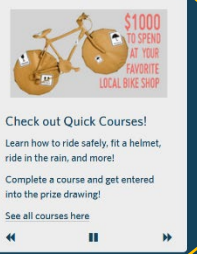
Start 2021 with a bang and set some #RideResolutions on Love to Ride.

Whether you want to ride off 100 slices of cake, save 200lbs of carbon or ride 2,021 miles this year, you can set and share your goals right now.

Take a look at our [Tips for Setting Great Goals post](#) and set a goal that's right for you.

2021 Events Calendar coming soon!

We've got lots of Love to Ride Events planned for 2021 so check back soon for our events calendar. In the meantime you can see what's happening in San Diego County by going to the Bike Coalition's Event Page.



\$1000 TO SPEND AT YOUR FAVORITE LOCAL BIKE SHOP

Check out Quick Courses!

Learn how to ride safely, fit a helmet, ride in the rain, and more!

Complete a course and get entered into the prize drawing!

See all courses here

Sponsors can post customized "announcements" about their organizations. This box is on every page on the Love to Ride Website and on the phone app.

SEE MORE ACTIVITY

Services

SEE MORE REASONS

ANNOUNCEMENT:

Let's get more people riding & smiling!

INVITE PEOPLE TO JOIN!

Check out Quick C


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Sponsor logos and links are at the bottom of every Love to Ride webpage, and they can be added to any other page on the Love to Ride website.



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