



# Sponsor the Bike Coalition Today!

The San Diego County Bicycle Coalition advocates for and protects the rights of all people who ride bicycles. We promote bicycling as a mainstream, safe, and enjoyable form of transportation and recreation.

We work for better bicycling access and infrastructure, provide education programs for youth and adults who want to ride and encourage public officials, regional partners and advocates to join us in making San Diego County the most bike-friendly region in the nation.

Join us today!



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## As a Sponsor You:

- 🚲 Support the Coalition's work to make San Diego County the most bike friendly region in the nation.
- 🚲 Connect your business to people who care about their health and the health of our local economy and the environment.
- 🚲 Recognize the benefits of bicycling for your employees, customers, your local economy, and your community.



2022

## Sponsorship Benefits

Levels of your tax-deductible contribution:

	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1000</b>	<b>Sustaining \$500</b>
Website	Logo	Logo	Logo	Listed	Listed
Spotlight in SDCBC social media	Yes	Yes	Yes	Yes	No
Recognition at Events	Booth space or banner at all major events	Booth space or banner at 2 events	Booth space or banner at 1 event	Banner at 1 event	No
Annual Report Logo Recognition	Page	Large	Medium	Small	Listed
LAB Bike Friendly Business Application Assistance	Yes	Yes	Yes	Yes	Yes
Logo & link on enewsletter sent to 10000+	Yes	Yes	Yes	Yes	Listed



# Sponsorship Benefits

## Membership

SDCBC has 10,000+ members throughout San Diego County, with the majority of members residing in the City of San Diego. About one third of our members are also part of a bike club.

## Communications

Communication Type	Impressions	Frequency or Duration
E-Newsletter	10,000+ subscribers	1+ per month
E-Calendar	10,000+ subscribers	1 per month
Facebook /sdbikecoalition/	5,000+ followers	5 or more posts/ week
Twitter @sdbc	2,500+ followers	5 or more posts/ week
Instagram @sdbikecoalition	4,000+ followers	5 or more posts/ week
Targeted email marketing	Varies	As needed

## Major Events

Event	Date	Attendees
CicloSDias San Diego	Fall	15,000+
San Diego Regional Bike Summit	Biennial Event	250+
Bike the Bay	Annually August	4,000+
Holiday Joy Ride	Annually December	200+
Women’s Ride	Annually September	250+
Bike Month Kick-Off Ride & Celebration	Annually May	200+
Education Events	Year Round	11,000+





## Feel Good About What We Do

Just some of the things that we do to put smiles on people's faces...

