



Sponsor the Bike Coalition Today!

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

We work for better cycling access and infrastructure, provide educational programs for youth and adults and encourage public officials, regional partners, and advocates to join us in making San Diego County an equitable place to thrive.

Join us today!



As a Sponsor You:

- 🚲 Support the Coalition's work to make San Diego County the most cycle-friendly region in the nation and help us meet our Climate Action Goals.
- 🚲 Connect your business to people who care about their health, the health of our local economy, and environmental resiliency.
- 🚲 Celebrate the benefits of cycling for your employees, customers, and community.



2024

Sponsorship Benefits

Levels of your tax-deductible contribution:

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Sustaining \$3,000
Website Recognition for 12 months	Logo	Logo	Logo	Listed	Listed
Spotlight in SDCBC social media (FB & IG)	Logo on posts advertising all 7 major events	Logo on posts advertising 3 events	Logo on posts advertising 2 events	Logo on post advertising 1 event	None
Recognition at Events	Booth space or banner** at all major events* & Mention during Thank you Remarks***	Booth space or banner** at 3 events* & Mention during Thank you Remarks***	Booth space or banner** at 2 events* & Mention during Thank you Remarks***	Banner** at 1 event & Mention during Thank you Remarks***	Mention during Thank You Remarks at the Golden Gear Awards***
Annual Report Logo Recognition	Page	Large	Medium	Small	Listed
LAB Bike Friendly Business Application Assistance	Yes	Yes	Yes	Yes	Yes
Logo & Link on E-newsletter sent to 7,000+ subscribers	Yes	Yes	Yes	Yes	Listed

*major events listed on next page

**booth tent, banner, and all other tabling and staff must be provided by sponsoring organization

***SDCBC staff will thank organization during remarks



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	7,000+ subscribers	1+ per month
Facebook /sdbikecoalition/	5,000+ followers	2 or more posts/ week
X (Twitter) @sdcbc	2,500+ followers	2 or more posts/ week
Instagram @sdbikecoalition	4,000+ followers	2 or more posts/ week
Targeted email marketing	Varies	As needed

Major Events

Event	Date	Attendees
CicloSDias San Diego	TBD	5,000+
San Diego Regional Bike Summit	Biennial Event	250+
Bike Month Kick-Off Ride & Celebration	Annually in May	200+
Pride Ride	Annually in July	200+
Bike the Bay	Annually in August	2,500+
Womxn on Wheels Event	Annually in September	200+
Holiday Joy Ride	Annually in December	200+



Feel Good About What We Do

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

