



SLO County Bicycle Coalition | slobikelane.org

Sponsor the SLO County Bicycle Coalition and be enormously rewarded for your support.

Your generous contribution earns your business the opportunity to gain positive exposure and align your business with the Coalition's message of community, health and sustainability.

The Coalition has a growing community countywide, with thousands of online followers, and hundreds of members who support us because they share our goal of promoting biking and walking in SLO County. As a sponsor of ours, we will share your business information on all of our outlets, which include:



1200+ E-News Subscribers

320+ Twitter Followers

3000+ Unique monthly page views on our website

1160+ Facebook Followers

520+ Coalition Members

400+ Print newsletter recipients

COMMUNITY: By donating to the Coalition you are helping us get more bike paths built, more bike lanes striped, more people riding bikes, and more visitors to SLO County to be a part of the happy lifestyle of the Central Coast.

GO BY BIKE: All of our Bike Friendly Businesses are offered a free one hour bicycle education workshop for you and your employees, an invaluable tool to help you feel confident on your bicycle.

GO GREEN: Bike Friendly Businesses are able to showcase their efforts to preserve the environment by promoting sustainable and healthy forms of transportation: cycling and walking! Potential customers place value on businesses that are doing their part to promote sustainability, add you business to their list of local favorites.

OUR MEMBERS: The sense of community support is strong within our membership base, most of who choose to support our sponsors and businesses which support a sustainable future in SLO County.

PUBLICITY: Upon signing up as a Bike Friendly Business, we will immediately announce your support to over 2600 followers through our digital outlets, informing them that you are a new Coalition sponsor. The larger your contribution, the larger your presence is throughout our resources.

TAX DEDUCTIBLE: We are a 501(c)(3) non-profit, making all contributions tax deductible, we will provide you with a receipt for your contributions for your tax records.



Building a safe and liveable community www.slobikelane.org

Your contribution helps the Coalition continue to provide advocacy and programs countywide that promote biking and walking for everyday transportation and recreation. We couldn't do it without you and appreciate your support!

We are a nonprofit, public benefit corporation under the US Internal Revenue Code, section 501(c)(3). For your reference, our Federal Tax ID number is 75-3021545. All donations are tax-deductible to the fullest extent of the law. You will receive a receipt for your donation for your tax records.

Sponsorship valid for one full year

GO BIG!

By going above the bronze level, your business receives greater exposure, and you help continue our momentum into 2011.

{GOLD} { \$1,000+ contribution }

- Your logo in our rotating sponsor box on all of our web pages (a 160 pixel width active link to your site)
- Your logo in all of our E-news mailings ★
- Your business name in our quarterly print newsletter
- Listing as a Gold Sponsor on our Bike Friendly Business website with a 200 pixel width active link to your site

{PLATINUM} { \$3,000+ contribution }

- Your logo in our rotating sponsor box on all of our web pages (a 160 pixel width active link to your site)
- Your logo in all of our E-news mailings ★
- Your logo up to 2 sq inches in our quarterly print newsletters
- Listing as a Platinum Sponsor on our Bike Friendly Business website with a 300 pixel width active link to your site
- The opportunity to sponsor one of our programs

BIKE VALET PROGRAM (only 2 program sponsors available)

- Bike Valet held at over 70 events annually, including every Thursday SLO Farmer's Market
- We reached over 22,000 bikes parked in 2010
- "Bike Valet presented by.. YOUR LOGO" banner on display at each event (logo display up to 2ft x 4ft)
- Your logo as a 300 sq pixels active link on all Bike Valet web pages

BIKE EDUCATION PROGRAM (only 3 program sponsors available)

- Over 20 events and workshops hosted annually
- We educated over 1,000 individuals in 2010
- The bottom of each poster will feature your logo up to 1 sq inch
- Your logo as a 300 sq pixels active link on all Bike Education web pages

★ NEWSLETTER AND E-NEWS MAILINGS

- Quarterly print newsletters and over 30 annual E-news mailings
- 400 print newsletter recipients and over 1,200 E-news recipients
- Your logo as a 150 pixel width active link on all of our E-news mailings

{ALL LEVELS} { \$150 minimum }

- Initial announcement of your business sponsorship to over 2600 followers through all of our digital outlets
- The opportunity to provide a discount to Coalition members, which the Coalition will promote for you
- Free one-hour bicycle education seminar for your employees

{BRONZE} { \$150 contribution }

- Your business name in our quarterly print newsletter
- Listing as a Bronze Sponsor on our Bike Friendly Business website

{SILVER} { \$500+ contribution }

- Your business name in our quarterly print newsletter
- Listing as a Silver Sponsor on our Bike Friendly Business website with a 150 pixel width active link to your site

The Coalition turns 10 in 2011
...and it's going to be our biggest year yet!

Detach this portion as a membership form

YOUR SPONSORSHIP MAKES OUR COMMUNITIES BETTER FOR BIKES GO BIG IN 2011 TO CELEBRATE OUR 10TH BIRTHDAY!

Name (please print) _____
 Business Name _____
 Street Address or P.O. Box _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

(We do not sell or lend your information to outside organizations)

As a business, why do you think bicycling is important to SLO County?

Bronze Level \$150 _____
 Silver Level \$500+ _____
 Gold Level \$1,000+ _____
 Platinum Level \$3,000+ _____

Total Enclosed \$ _____

Yes, I would like to provide a discount to Coalition members:

Please make checks payable to SLOCBC and send to 860 Pacific St, Suite 105, San Luis Obispo, CA 93401. All donations are 501(c)(3) tax-deductible as allowed by law.