



Bike Your Business

San Luis Obispo County Bicycle Coalition



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

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

At the starting level of \$150, your business will officially become a Bike Friendly Business. Your business name will be listed in the Bike Friendly Business section of our newsletter and on our website. You will also receive a Bike Friendly Business sticker and the opportunity for further exposure by discounting your goods or services to Bike Coalition Members.

Give above and beyond the \$150 level and you will seriously keep our wheels spinning, receiving all of the Bike Friendly Business rewards listed above and additional upgraded exposure on the web or through our successful programs with rewards listed for each sponsor level on the back of this page.

What becoming a Bike Friendly Business can do for you:

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 costumers place value on businesses that are doing their part to reduce our impact on the Earth, add you business to their list of local favorites!

PUBLICITY: The Bicycle Coalition operates through multiple outlets, by sponsoring us as a Bike Friendly Business; we will add your business logo onto these outlets. The larger your contribution, the larger your presence is on our print, web and news 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.

PROMOTION: In exchange for showing your support for the Coalition, you will receive prominent recognition in our print publications, web site, and other media outlets. Gold, Silver and Platinum level Bike Friendly Businesses receive the additional benefit of logo placement on the aforementioned sources.

OUR MEMBERS: By offering a deal to our members, we will be able to help you get more business by promoting your business directly to them! Our members have membership cards, which have the potential to give them special deals with our Bike Friendly Businesses.

SPONSORSHIP: Becoming a Bike Friendly Business is the baseline for sponsorship of the Bicycle Coalition, anything above that is eligible for further benefits in promoting your business.





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SILVER	GOLD	PLATINUM	BENEFITS/EXPOSURE
\$500+	\$1,000+	\$3,000+	
✓			Listing at the SILVER LEVEL on our Bike Friendly Business webpage with click through 200 sq px logo display link
✓			Listing at the SILVER LEVEL in the Bike Friendly Business section of our newsletter
	✓		Listing at the GOLD LEVEL on our Bike Friendly Business webpage with click through 350 sq px logo display link
	✓		Listing at the GOLD LEVEL in the Bike Friendly Business section of our newsletter
	✓	✓	Have your logo featured in our rotating sponsor box on all of our web pages (160 sq px display link)
		✓	Listing at the PLATINUM LEVEL on our Bike Friendly Business webpage with click through 500 sq px logo display link
		✓	Listing at the PLATINUM LEVEL in the Bike Friendly Business section of our newsletter with logo display up to 1"x2"
		✓	SPONSOR one of our programs or publications and receive more publicity throughout the entire County.
✓	✓	✓	Listing on our Membership Benefits Page and further exposure directly to our members by offering a discount to Coalition members at your business

By giving over \$3,000 you will be featured in our newsletter, e-news and have the option to sponsor either our Bike Confidence Program or Bike Valet Program.

Newsletter and E-News:

Attributes:

- Over 20 E-news mailings annually.
- Each issue is sent to over 700 people throughout the county and state.

Exposure:

- Your logo will be up to 1"x2" print size in our Newsletter.
- Your logo may be up to 125 square pixels and an active link to your website in our E-News.

Bike Confidence Program: (only 3 Bike Confidence program sponsorship opportunities available)

Attributes:

- We host over 20 events and workshops annually.
- In 2009 we reached over 500 individuals.
- Hundreds of posters, ads, and brochures distributed throughout SLO County.

Exposure:

- The bottom of each poster will feature **YOUR LOGO** up to 1 square inch.
- The bottom of the multiple Bike Confidence webpages will feature your logo as a 300 square pixels active link.

Bike Valet Program: (only 2 Bike Valet program sponsorship opportunities available)

Attributes:

- Bike Valet is held at over 50 events annually, including every Thursday SLO Farmer's Market.
- We reached over 15000 bikes parked in 2009.

Exposure:

- "Bike Valet presented by... **YOUR LOGO**" banner displayed at the Bike Valet (logo will be up to 2ft x 4ft).
- The bottom of the multiple Bike Valet webpages will feature your logo as a 300 square pixels active link.