BUSINESS PROGRAM

BICYCLES MEAN BUSINESS

BUSINESS@SLOBIKELANE.ORG
SAN LUIS OBISPO COUNTY
BICYCLE COALITION

OUR MISSION IS TO IMPROVE THE QUALITY
OF LIFE IN SLO COUNTY THROUGH BICYCLE
ADVOCACY, EDUCATION AND INSPIRATION.
Whether you ride a bicycle or not, be certain that your company has employees and customers who do. The use of bicycles is soaring in cities across America.

Bicycle friendly cities have a competitive advantage in attracting talent and investment. It’s that simple.

The SLO County Bicycle Coalition is improving the quality if life in our communities through bicycle advocacy, education, and inspiration.

From commuters on hybrid bicycles, children riding to school, to recreational mountain bike visitors, the Bicycle Coalition is the only trusted organization that advocates for safer streets and a healthier, greener Central Coast.

See how your business can support the Bicycle Coalition through our Business Program here.
BICYCLE FRIENDLY BUSINESS

Local businesses are doing incredible things to promote bicycles in SLO County, and we want to reward you for your efforts.

Does your business promote bicycles in its own special way? We’d love to hear about it and recognize you as an official Bicycle Friendly Business!

BENEFITS:

• This basic exposure is limited in comparison to our Business Membership and Sponsorships shown on the following pages

• Active link listed on our BFB page
• One BFB sticker for your business
• A copy of our “How to Make Your Business Bicycle Friendly” document

HOW:

Visit us at slobikelane.org and click “Business” to view our Bicycle Friendly Business criteria and apply for an official designation.
BUSINESS MEMBERSHIP

Scores of leading businesses and organizations in SLO County from fields as diverse as technology, health care, real estate and auto shops support the Bicycle Coalition through financial and in-kind contributions.

Join them and hundreds of individuals in making SLO County an amazing place for bicycles. Become an official Business Member of the Bicycle Coalition.

$150 MINIMUM DONATION

• Active link listed on our BFB page
• One BFB sticker for your business
• A copy of our “How to Make Your Business Bicycle Friendly” document
• Listing on our Business Member page (active link)
• Announcement of support in our E-news and social media
• Listing in our Spoken Wheel print newsletter (3 times annually)
• Location on our Business Member map
• One Bike Smart workshop for you and your employees
• Assistance to pursue a national Bicycle Friendly Business designation

HOW:

Visit us at slobikelane.org and click “Business” to become a Business Member online.
SPONSORSHIP

Bicycle Coalition Sponsorships are unique opportunities for businesses seeking to engage with the booming population of bicycle lovers who live in and visit San Luis Obispo County.

The Bicycle Coalition’s influence is paramount; by becoming a sponsor you gain access and direct exposure to a loyal and dedicated audience who are passionate about active lifestyles and the quality of life in SLO County.

Each sponsor is a valued partner. We work with you to tailor your sponsorship experience and develop strategic plans that are relevant to your brand. The flexibility of our sponsorship program is part of what makes it so unique.

On the next few pages you will find our available sponsorships. With our events and programs, there are numerous opportunities to suit your needs.

$300 - $5,000
VARIES BY OPPORTUNITY

BENEFITS:

- Active link listed on our BFB page
- One BFB sticker for your business
- A copy of our “How to Make Your Business Bicycle Friendly” document
- Listing on our Business Member page (active link)
- Announcement of support in our E-news and social media
- Listing in our Spoken Wheel print newsletter (3 times annually)
- Location on our Business Member map
- One Bike Smart workshop for you and your employees
- Assistance to pursue a national Bicycle Friendly Business designation
- Additional benefits with specific sponsorship opportunities

HOW:

Review the attached Sponsorship opportunities for specific instructions on how to apply for each.
The Bicycle Coalition has a robust online audience and is the hub for bicycle culture in SLO County. With thousands of e-news subscribers, tens of thousands of unique web page views, and an active social media community, our **Digital Media Sponsorship** is a great way to connect directly through our effective digital communications.

**DIRECT AUDIENCE:**

<table>
<thead>
<tr>
<th>Website</th>
<th>22,376 annual visits = 1,864 monthly visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11,177 annual unique visits = 931 monthly unique visitors</td>
</tr>
<tr>
<td></td>
<td>39,862 annual page views = 3,321 monthly page views</td>
</tr>
<tr>
<td></td>
<td>65% of visitors are new</td>
</tr>
<tr>
<td><strong>E-news</strong></td>
<td>4,550 active subscribers</td>
</tr>
<tr>
<td></td>
<td>Over 80 emails sent annually</td>
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<tr>
<td></td>
<td>33% open rate (industry average = 21%)</td>
</tr>
<tr>
<td></td>
<td>6% click rate (industry average = 2.9%)</td>
</tr>
<tr>
<td><strong>Blog</strong></td>
<td>12,998 annual visits = 1,083 monthly visitors</td>
</tr>
<tr>
<td></td>
<td>34 average daily visits</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>2,207 Facebook followers</td>
</tr>
<tr>
<td></td>
<td>1,192 Twitter followers</td>
</tr>
</tbody>
</table>

**BENEFITS:**

- Active link listed on our BFB page
- One BFB sticker for your business
- A copy of our “How to Make Your Business Bicycle Friendly” document
- Listing on our Business Member page (active link)
- Announcement of support in our E-news and social media
- Listing in our Spoken Wheel print newsletter (3 times annually)
- Location on our Business Member map
- One Bike Smart workshop for you and your employees
- Assistance to pursue a national Bicycle Friendly Business designation
- Business logo in a 150px X 50px space on our website footer
- Business logo in a 150px X 50px space on our e-news footer
- Business logo in a 150px X 50px space on the sidebar of our blog
- Opportunity to highlight you through our popular social media outlets
  - One post per calendar month
  - We work with you to create content relevant to your business

**HOW:**

Visit us at slobikelane.org and click “Business” and complete our **Sponsorship Form**.
PROGRAMS
BIKE VALET PROGRAM

Our staff and volunteers provide a secure area of bike racks and offer free valet service to event goers who arrive by bike. Patrons receive a branded claim ticket and leave their bikes with trained staff. With over 37,000 bicycles parked, the Bike Valet is a staple of the weekly Thursday Night Farmer’s Market and numerous events countywide.

Sponsoring the Bike Valet offers your business an incredible space to connect with 400,000+ annual Thursday Night Farmer’s Market visitors and even more at other community events.

DIRECT AUDIENCE:

• 3,385 Bike Valet users in 2014
• Bike Valets held at 65 SLO County events in 2014

BENEFITS:

• Active link listed on our BFB page
• One BFB sticker for your business
• A copy of our “How to Make Your Business Bicycle Friendly” document

• Listing on our Business Member page (active link)
• Announcement of support in our E-news and social media
• Listing in our Spoken Wheel print newsletter (3 times annually)
• Location on our Business Member map
• One Bike Smart workshop for you and your employees
• Assistance to pursue a national Bicycle Friendly Business designation

• 1’ x 2’ banner at every Thursday night Farmers’ Market in SLO and events countywide
• Business logo (200 sq pixels active link) on all Bike Valet pages of our website
• Business logo on every Bike Valet tag given to users

HOW:

Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
BIKE KITCHEN PROGRAM

Our maintenance education space in downtown San Luis Obispo provides low-cost access to the parts, tools and knowledge people need to get their bicycles running smoothly. We have provided guided instruction to over 7,000 people since opening in 2010.

By sponsoring our community space, your business aligns itself with our goal of removing barriers for bicycle maintenance. With your support we can expand hours to serve the growing number of people interested in learning how to get their bicycles working again.

$2,000
5 AVAILABLE

DIRECT AUDIENCE:

• 1,377 Bike Kitchen users in 2014
• The Bike Kitchen hosts our Bike Ed Workshops and special programs

BENEFITS:

• Active link listed on our BFB page
• One BFB sticker for your business
• A copy of our “How to Make Your Business Bicycle Friendly” document
• Listing on our Business Member page (active link)
• Announcement of support in our E-news and social media
• Listing in our Spoken Wheel print newsletter (3 times annually)
• Location on our Business Member map
• One Bike Smart workshop for you and your employees
• Assistance to pursue a national Bicycle Friendly Business designation

• 1’ x 2’ banner in our downtown SLO space
• Business logo (200 sq pixels active link) in the email sent to every user as “presented by”
• Business logo (200 sq pixels active link) on all Bike Kitchen pages of our website

HOW:

Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
**BIKE EDUCATION PROGRAM**

Our community workshops have taught over 15,000 students to feel confident and comfortable on their bicycles. Workshops are taught by certified instructors and held at schools, community centers, businesses, and in our downtown San Luis Obispo headquarters.

By sponsoring this valued program, your business is seen as passionate about bicycle safety for adults and children. With your support we can expand our education offerings countywide for even more community engagement.

The Bike Education Sponsorship is a fantastic opportunity to sponsor two programs for the price of one. Your Bike Education Sponsorship also includes Sponsorship of the Kidical Mass Program. See the following page for details.

**DIRECT AUDIENCE:**

- 3,464 Bike Education students taught in 2014

**BENEFITS:**

- Active link listed on our BFB page
- One BFB sticker for your business
- A copy of our “How to Make Your Business Bicycle Friendly” document
- Listing on our Business Member page (active link)
- Announcement of support in our E-news and social media
- Listing in our Spoken Wheel print newsletter (3 times annually)
- Location on our Business Member map
- One Bike Smart workshop for you and your employees
- Assistance to pursue a national Bicycle Friendly Business designation
- Business logo on each of our digital presentations
- Business logo (200 sq pixels active link) on all Bike Education pages of our website
- Business logo on our bike smart flier

**HOW:**

Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
KIDICAL MASS PROGRAM

Children of all ages ride side by side with their families during this monthly event to learn important bicycle safety skills in a fun, festive way. By teaching safe riding skills to children we can create a safer community of riders in the future.

Sponsorship of our family-focused program shows your business’ dedication to promoting bicycle fun for kids of all ages. With your support we can continue to make safety improvements and expand the outreach of the program to get even more families riding together.

Deadline for sponsorships is April 1, 2014

The Kidical Mass Sponsorship is a fantastic opportunity to sponsor two programs for the price of one. Your Kidical Mass Sponsorship also includes Sponsorship of the Bike Education Program. See the previous page for details.

DIRECT AUDIENCE:

- 550 Kidical Mass attendees in 2014
- Over 10,000 fliers distributed to all SLOCUSD students

BENEFITS:

- Active link listed on our BFB page
- One BFB sticker for your business
- A copy of our “How to Make Your Business Bicycle Friendly” document
- Listing on our Business Member page (active link)
- Announcement of support in our E-news and social media
- Listing in our Spoken Wheel print newsletter (3 times annually)
- Location on our Business Member map
- One Bike Smart workshop for you and your employees
- Assistance to pursue a national Bicycle Friendly Business designation
- 2’ x 2’ flag with your logo flown behind a bicycle during each ride
- Business logo (200 sq pixels active link) on all Kidical Mass pages of our website
- Business logo on volunteer shirts worn at every event
- Business logo on our bike smart flier distributed to families

HOW:

Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
SPONSORSHIP

EVENTS
MEMBER PARTY

Our annual Member Party is a staple event in SLO County. By sponsoring this event, you get direct access to over 800 committed Bicycle Coalition members and your business is seen as supportive of our mission and its growing community.

Members respond strongly when they see support from businesses, and you are guaranteed to grow new, longtime, loyal customers by aligning yourself with our Member Party. This is a great way to become a part of the rapidly growing bicycle culture in SLO County.

Deadline for sponsorships is April 15, 2015

DIRECT AUDIENCE:
- Over 800 Bicycle Coalition members countywide
- Bike Month promotions countywide - over 8,000 participants

BENEFITS:
- Active link listed on our BFB page
- One BFB sticker for your business
- A copy of our “How to Make Your Business Bicycle Friendly” document
- Listing on our Business Member page (active link)
- Announcement of support in our E-news and social media
- Listing in our Spoken Wheel print newsletter (3 times annually)
- Location on our Business Member map
- One Bike Smart workshop for you and your employees
- Assistance to pursue a national Bicycle Friendly Business designation
- 5 tickets for you and your employees to join us for the event

Major ($500)
- Business logo on event website as a major sponsor
- Business logo on banner at event as major sponsor (18” x 18”)
- Business logo on limited edition koozies given to all attendees

Minor ($300)
- Business logo on event website as a minor sponsor
- Business logo on banner at event as minor sponsor (8” x 8”)

HOW:
Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
Our Advocacy Mini-Summit is designed to help our community members to become better bicycle advocates. The program includes a copy of our advocacy toolkit, how a project gets built from conception to construction, advice from a panel of experts and more.

By sponsoring this annual event, your business is promoted as a passionate partner in the future of bicycle infrastructure in SLO County. With your support we can create positive change for bicycles in our communities through our ongoing advocacy efforts.

Deadline for sponsorship is July 31, 2015

DIRECT AUDIENCE:

• Over 800 Bicycle Coalition members countywide
• Local decision makers and business owners are regular attendees

$200 SPONSORSHIP

• Active link listed on our BFB page
• One BFB sticker for your business
• A copy of our “How to Make Your Business Bicycle Friendly” document

• Listing on our Business Member page (active link)
• Announcement of support in our E-news and social media
• Listing in our Spoken Wheel print newsletter (3 times annually)
• Location on our Business Member map
• One Bike Smart workshop for you and your employees
• Assistance to pursue a national Bicycle Friendly Business designation

• Business logo on our digital presentation
• Business logo on Advocacy Toolkit distributed to each attendee (print and digital)
• Business logo on banner at event as sponsor (18” x 18”)

HOW:

Visit us at slobikelane.org and click “Business” and complete our Sponsorship Form.
CONNECT YOUR BUSINESS WITH THE GROWING BICYCLE CULTURE IN SLO COUNTY