



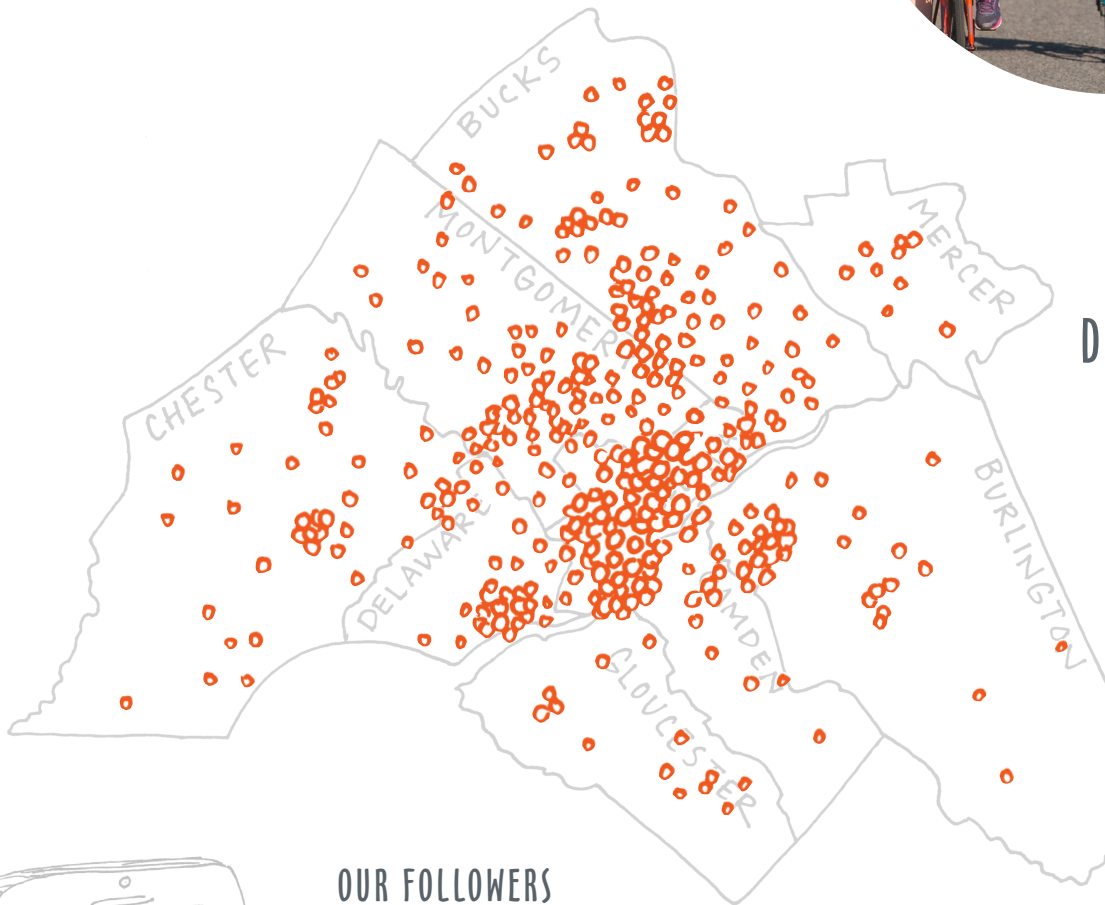
**BICYCLE
COALITION**
OF GREATER
PHILADELPHIA

SPONSORSHIP & SUPPORT

WHO WE ARE & WHAT WE DO

THE BICYCLE COALITION IS A MEMBER- AND PARTNER-POWERED ORGANIZATION

Through advocacy and education, the Bicycle Coalition of Greater Philadelphia leads the movement to make every bicycle ride safe, to empower youth and adults to ride, and to foster a ridership that reflects the diversity of the region. We believe that everyone in the Greater Philadelphia Region deserves to live in a place that is connected, safe, and built for everyone regardless of income, race, age, or ability. Our vision is that by the year 2040, anyone in the Philadelphia region can ride a bike confidently, joyfully, and free of traffic violence, on a network of connected circuit trails, bike lanes, and safe streets.



DONORS/MEMBERS
2,500+



OUR FOLLOWERS

Facebook
12,000+

Instagram
7,900+

Twitter
12,800+

Bi-weekly e-newsletters
16,000+

OUR PARTNERS

- Engineering & design firms
- Local bike shops & the larger bike industry
- Philly schools & community centers
- The City of Philadelphia
- Technology, insurance, real estate, hospitality & financial services companies
- Nonprofit organizations
- Professional sports teams
- **[YOUR NAME HERE]**

SPONSORSHIP OPPORTUNITIES

VISION ZERO CONFERENCE

Demonstrate your support for and shape the future of the City's Vision Zero initiatives at this day-long forum. Held in late March, our annual Vision Zero conference draws an audience of over 200 planners, city officials and employees, nonprofit leaders, and community members. Since 2017 we've committed to making this conference as accessible as possible by implementing free and pay-what-you-can ticket options and utilizing venues in communities outside of Center City.

GET: Brand placement online and at the event (200-300 attendees), tabling opportunities, potential panel slots and role in content development, invitation to pre-conference cocktail reception with city officials

GIVE: \$15,000 (presenting sponsorship), \$10,000, \$5,000, \$2,500, \$1,000, \$500, in-kind support (coffee, snacks, giveaways)

ANNUAL GALA & AWARDS DINNER

Our biggest fundraising event of the year, our Gala and Awards Dinner honors notable cycling advocates and Bicycle Coalition Youth Cycling graduating and alumni athletes. Celebrate with Philly's vibrant cycling community and support the future of the sport all in one evening!

GET: Brand placement online and at the event (200+ attendees), ad in program book, option to introduce an honoree, host a table at the event

GIVE: \$15,000 (presenting sponsorship), \$10,000, \$5,000, \$3,000, in-kind support (live and/or silent auction item, flowers)

BIKE TO WORK DAY

Engage with civic leaders, employee groups, and our members and advocates by ditching your car and celebrating an alternative commute! Join the Bicycle Coalition of Greater Philadelphia in this nationwide day-long celebration of cycling featuring multiple energizer stations around the city during commuting hours & a group ride to the press conference at City Hall.

GET: Brand placement online and at the event, tabling opportunities, photo opportunities during the group ride and press conference

GIVE: \$10,000 (presenting sponsorship), \$5,000, \$2,500, \$1,000, \$500, in-kind donations (coffee, snacks, swag)

HOLIDAY LIGHTS RIDE

A 7-to-10 mile family-friendly ride through South Philly's iconic holiday lights displays and an afterparty with drinks, food, and door prizes.

GET: Brand placement online and at the event (400+ registrants), chance to sponsor the afterparty

GIVE: \$2,500 (presenting sponsorship), \$1,000, \$500, \$250, in-kind support (food, giveaways)

EXPLORE THE CIRCUIT RIDE SERIES

A series of six Saturday social group rides during trails season (~April – October) to showcase the ever-expanding network of Circuit Trails in our region.

GET: Named sponsor in promotion and at the event; brand placement online

GIVE: \$1,500 (presenting sponsorship)

BICYCLE COALITION YOUTH CYCLING

Connect with youth across Philadelphia to build healthy habits, leadership, and independence through the sport of cycling. BCYC teams build entry-level to advanced competitive cycling skills through progressive program tiers, while inspiring and nurturing the growth of the whole athlete - emotional well-being, academic success, civic participation, career planning and beyond.

GET: Your logo on our website and very active social media platforms; the All Star, Core team, and Coaches jerseys; and the BCYC Banner that we take to rides and races. Supporting the program also involves opportunities to interact directly with our athletes through volunteering and events.

GIVE: \$25,000 (All Star team sponsorship), \$10,000, \$5,000, \$2,500, in-kind support (please contact us for our specific needs!)



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