



2020 SVBC Sponsorship Opportunities

Sponsoring an SVBC event is a wonderful way to contribute to a safer, healthier, friendlier, more efficient, more economical, less congested, and less polluted community. It also allows you to communicate your company's commitment to these values as sponsors are recognized in a variety of ways before, during, and after each event. Below please find more information about the specific audience and marketing opportunity associated with each event.

Questions? Reach out to Ehsaneh at 408-287-7259 ext.223 or ehsaneh@bikesiliconvalley.org.

1. Bike to Work Day (BTWD) – Sponsorship Deadline: 2/14/2020

[BTWD](#) is our signature event designed to encourage folks to give bike commuting a try. The expectation is that a positive experience on BTWD will inspire new cyclists to continue the habit year-round as they realize they don't have to be an elite athlete, wear special clothing, or have an expensive bike to be a bike commuter.

Marketing Opportunity: BTWD offers sponsors the opportunity to have their logos on the over 20,000 bags, t-shirts, posters and other items distributed to cyclists and the general public on Bike to Work Day. Sponsors are also gratefully acknowledged on our website and via social media channels.

2. Bike Summit – Sponsorship Deadline: May, 2020

[Bike Summit](#) is Silicon Valley's largest gathering of active transportation leaders in government, the private sector, non-profits, and the general public that come together to talk about the best way to make our communities safe and friendly for bicyclists of all ages and abilities.

Marketing Opportunity: A Bike Summit sponsorship is a great way to connect with and have visibility in front of the elected officials, city staff, businesses, and citizens that are most active in biking advocacy. When possible, we are thrilled to have sponsors take on speaking roles in the program. We also gratefully acknowledge sponsors on all relevant signage as well as on our website and via social media channels.

3. Annual Dinner – Sponsorship Deadline: August, 2020

The [Annual Dinner](#) is our largest fundraising event of the year that helps ensure we have the resources we need to do our work. The dinner also serves as an opportunity for our community to come together, celebrate what we've achieved over the past year, and be inspired to achieve our goals in the year to come. Many sponsors like to pair a BTWD and dinner sponsorship together.

Marketing Opportunity: The Annual Dinner offers sponsors the opportunity for visibility in front of well-heeled cyclists who have committed the most financial resources to supporting our movement. All sponsors are gratefully acknowledged on event signage, website, and via social media channels while top sponsors are also mentioned and thanked from the stage.



2020 Bike Summit – Sponsor Levels & Benefits (Deadline: May, 2020)

Sponsor Benefits	Titanium \$10k	Chromoly \$7,500	Aluminum \$5k	Steel \$2500
e-bulletin recognition of sponsorship (13,000+ subscribers)	X			
Pre-event blog highlighting your company's work in an area of mutual interest	X			
Premier logo placement in event signage	X	X		
Guaranteed onstage role during event	X	X		
Profile in conference program	Full page	Half page		
Logo in conference program	X	X	X	
Social media mentions/tags	X	X	X	
Logo placement on event signage	X	X	X	X
Branded giveaway to attendees (subject to SVBC approval)	X	X	X	X
Opportunity to participate in vendor expo	X	X	X	X
Tickets for event	8	4	2	2
Recognition on SVBC website	Logo & link	Logo & link	Logo	Logo



2020 Dinner – Sponsor Levels & Benefits (Deadline: August, 2020)

Sponsor Benefits	Carbon \$15k	Titanium \$10k	Chromoly \$7,500	Aluminum \$5k	Steel \$2800
Presenting sponsor of the Annual Dinner	X				
Verbal recognition from podium	X				
A table for up to ten guests at the Annual Dinner (Fall 2020)	Premium	Premium	X	X	X
Recognition in Annual Dinner program booklet	Logo & 150 words	Logo & 40 words	Logo & 40 words	Logo	Name
Recognition on Annual Dinner website	Logo & Link	Logo & Link	Logo	Logo	Name
Recognition on signage and highlights reel	Logo	Logo	Logo	Logo	Name
One-year complimentary SVBC memberships to be used for your company bike champions	25	15	15	15	10
Free Bike Commuting Brown Bag Lunch workshop(s) led by SVBC instructor	2	1	1	1	1



2020 Miscellaneous Sponsor Levels & Benefits

Sponsor Package	Benefits	Level/Cost
Signature Jersey Package	<ul style="list-style-type: none">• Logo on SVBC official jersey• 8 free jerseys with company logo	\$5,000
Host Package – host an SVBC event (Member Party / Bike Away from Work Bash / Happy Hour, etc) for up to 200 people	<ul style="list-style-type: none">• Recognition on invitation• Recognition at event	Venue/food