



BIKE

EVERYWHERE

Breakfast

BENEFITTING
CASCADE BICYCLE CLUB

Tuesday, May 5, 2020, 7-9 a.m.

Bell Harbor International Conference Center

Sponsor Opportunities



Goals:

- Share the joy of bicycling
- Create exceptional opportunities to ride
- Teach everyone to ride safely
- Bring people together through bicycling
- Transform the state through bicycling

Strategic Plan Highlights

- Communication of Purpose
- Increase Ridership Statewide
- Increase Diversity of Ridership
- Become a State Resource Hub
- Promote Bicycle-Friendly Policies



Money raised at the Kaiser Permanente Bike Everywhere Breakfast supports Cascade Bicycle Club as it works to:

- Educate elected officials and agencies about building bicycle-friendly communities
- Get more kids on bikes and help neighborhoods stand up for safer streets
- Promote bicycle commuting
- Ensure that our cycling voice is heard
- Work with schools on fitness programs and Safe Routes to Schools

 **550** ATTENDEES IN 2019 



Who attends?

- Business leaders who are concerned about the environment, employee health and the economic wellbeing of their company
- Community leaders who value the importance of promoting active living through cycling
- Community members who support healthy, sustainable transportation options
- Elected officials who support cycling as a viable solution to transportation throughout the state of WA
- Professionals who understand the key role that bicycling has in sustainable development



Why Partner or Sponsor?

Engage With Attendees

Onsite Branding, Inclusion in pre-event promotion and communications, Verbal Emcee recognition, A la Carte asset sponsorship (Coffee, centerpieces, attendee giveaway)

Get your employees involved

Reserved VIP Tables
Captain Table(s)

Make Connections

Network with fellow partners
Make connections with local officials

Partnership Levels	Tandem \$5,000	Bicycle \$3,850	Unicycle \$2,750
Table at Event	2 VIP Tables for 10	1 VIP Table for 10	1 VIP Table for 10
Recognition in Event Program	Top Tier logo Full Page Ad	Mid-Tier logo Half Page Ad	Name ID
Recognition on Event Slideshow and Signage	Top-Tier Logo	Mid-Tier Logo	Name ID
Recognition in emails to event attendees	Top-Tier Logo	Mid-Tier Logo	Name ID
Recognition on Event Webpages	Top-Tier Logo	Mid-Tier Logo	Lower-Tier Logo
Recognition in Social Media	Name on two dedicated posts	Name on one post	None
Verbal Recognition at event	Verbal recognition from emcee	Verbal recognition from emcee	Verbal recognition from emcee
Recognition in Breaking News e-newsletter	Top-Tier Logo ID	Mid-Tier Logo ID	Name ID



THANK YOU FOR YOUR PARTNERSHIP

For more information, please contact: Connie Stark

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