



BIKES for KIDS

WISCONSIN

making transportation accessible for all

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Bike Center Phone: (608) 405-0385

BikesForKidsWi.org

Email Kristie GoForth for questions: Kristie@BikesforKidsWi.org

CYCLES OF OPPORTUNITY

Annual Sponsorship Opportunities

PROGRAM	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Bike Giveaway <ul style="list-style-type: none"> • Early April • 1,200–1,500 people 	<ul style="list-style-type: none"> • \$1,500 Exclusive Investment • Logo on Website & on T-Shirts • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 3 Media Release Mentions • Company promo materials in SWAG bags • Signage at Event 	<ul style="list-style-type: none"> • \$1,000 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Three Sponsors 	<ul style="list-style-type: none"> • \$500 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Five Sponsors
Everything Bikes Sale <ul style="list-style-type: none"> • Early May • 500 people 	<ul style="list-style-type: none"> • \$1,500 Exclusive Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 3 Media Release Mentions • Tabling at Event Available • Signage at Event 	<ul style="list-style-type: none"> • \$750 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Three sponsors 	<ul style="list-style-type: none"> • \$500 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Up to Five Sponsors
Volunteer Appreciation Cookout <ul style="list-style-type: none"> • Mid-June • 60-100 people 	<ul style="list-style-type: none"> • \$1,000 Exclusive Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 3 Media Release Mentions • Tabling at Event Available • Signage at Event 	<ul style="list-style-type: none"> • \$500 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Two Sponsors 	<ul style="list-style-type: none"> • \$300 Investment • Logo on Website • eNewsletter: 2,400 contacts • Up to Four Sponsors
Pedals & Pixels <ul style="list-style-type: none"> • Mid August • 10-20 youth in workshop & 100-150 at Showcase Event 	<ul style="list-style-type: none"> • \$1,500 Exclusive Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 3 Media Release Mentions • Speaking Opportunity at Showcase • Signage at Event • Logo on printed invitation 	<ul style="list-style-type: none"> • \$750 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 1 Media Release Mention • Signage at Event • Up to Two Sponsors 	<ul style="list-style-type: none"> • \$500 Investment • Logo on Website • eNewsletter: 2,400 contacts • Signage at Event • Up to Four Sponsors
Guided Rides <ul style="list-style-type: none"> • June-August • 150-180 youth 	<ul style="list-style-type: none"> • \$1,000 Exclusive Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 1 Media Release Mentions • Signage at Event Start • Option to Host a Treat Station 	<ul style="list-style-type: none"> • \$500 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Four Sponsors 	<ul style="list-style-type: none"> • \$300 Investment • Logo on Website • eNewsletter: 2,400 contacts • Signage at Event • Up to Five Sponsors
Bike Mechanics <ul style="list-style-type: none"> • Sept-November • 24 youth 	<ul style="list-style-type: none"> • \$1,500 Exclusive Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • 2 Media Release Mentions • Signage at Event • Speaking Opportunity at Graduation 	<ul style="list-style-type: none"> • \$750 Investment • Logo on Website • Social Media: 5,500 followers • eNewsletter: 2,400 contacts • Signage at Event • Up to Three Sponsors 	<ul style="list-style-type: none"> • \$300 Investment • Logo on Website • eNewsletter: 2,400 contacts • Signage at Event • Up to Five Sponsors



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PROGRAM

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

Giving Tuesday Telethon (Live)

- Tuesday after Thanksgiving
- Limitless viewers

• \$2,500 Exclusive Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- 3 Media Release Mentions
- Signage at Event
- Numerous Mentions on Air
- Option to be Celebrity Guest

• \$1,000 Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- Signage at Event
- Three Mentions on Air
- Up to Five Sponsors
- Opportunity to send Volunteer Operator

• \$500 Investment

- Logo on Website
- eNewsletter: 2,400 contacts
- Signage at Event
- Two Mentions on Air
- Up to Five Sponsors
- Opportunity to send Volunteer Operator

Volunteer Kickoff Party

- Mid-December
- 40-80 volunteers

• \$1,200 Exclusive Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- 3 Media Release Mentions
- Signage at Event
- Six Invitations to Attend
- Speaking Opportunity at Event

• \$750 Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- Signage at Event
- Two Invitations to Attend
- Up to Three Sponsors

• \$350 Investment

- Logo on Website
- eNewsletter: 2,400 contacts
- Signage at Event
- Up to Five Sponsors
- One Invitation to Attend

GearShift Gathering

- Early January
- 150-300 people

• \$1,500 Exclusive Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- 3 Media Release Mentions
- Signage at Event
- Tabling Opportunity
- Speaking Opportunity at Event

• \$750 Investment

- Logo on Website
- Social Media: 5,500 followers
- eNewsletter: 2,400 contacts
- Signage at Event
- Tabling Opportunity
- Up to Three Sponsors

• \$500 Investment

- Logo on Website
- eNewsletter: 2,400 contacts
- Signage at Event
- Up to Five Sponsors

