



# BIKES for KIDS

## WISCONSIN

*making transportation accessible for all*

**Mailing:** PO Box 6594, Madison, WI 53716

**Bike Center:** 354 Coyier Lane, Madison, WI 53713

**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
<b>Bike Giveaway</b> <ul style="list-style-type: none"> <li>• Early April</li> <li>• 1,200–1,500 people</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,500 Exclusive Investment</b></li> <li>• Logo on Website &amp; on T-Shirts</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 3 Media Release Mentions</li> <li>• Company promo materials in SWAG bags</li> <li>• Signage at Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,000 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Three Sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$500 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Five Sponsors</li> </ul>
<b>Everything Bikes Sale</b> <ul style="list-style-type: none"> <li>• Early May</li> <li>• 500 people</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,500 Exclusive Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 3 Media Release Mentions</li> <li>• Tabling at Event Available</li> <li>• Signage at Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$750 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Three sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$500 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Up to Five Sponsors</li> </ul>
<b>Volunteer Appreciation Cookout</b> <ul style="list-style-type: none"> <li>• Mid-June</li> <li>• 60-100 people</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,000 Exclusive Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 3 Media Release Mentions</li> <li>• Tabling at Event Available</li> <li>• Signage at Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$500 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Two Sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$300 Investment</b></li> <li>• Logo on Website</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Up to Four Sponsors</li> </ul>
<b>Meals on 2 Wheels</b> <ul style="list-style-type: none"> <li>• April through October; e-cargo bikes delivering up to 1,900 lbs of groceries weekly!</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$10,000 - for a 3-year sponsorship</b></li> <li>• Logo on Delivery Rider Vests</li> <li>• Logo on Delivery Rider t-shirts</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 3 Media Release Mentions</li> <li>• Invitation to the Media Kick-off Event in April with your Logo on Signage at Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,500 Annual Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 1 Media Release Mention</li> <li>• Invitation to the Media Kick-off Event in April with your Logo on Signage at Event</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,000 Annual Investment</b></li> <li>• Logo on Website</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Invite to Media Kick-off Event in April</li> </ul>
<b>Guided Rides</b> <ul style="list-style-type: none"> <li>• June-August</li> <li>• Teaching 150-180 youth how to navigate the city</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,000 Exclusive Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 1 Media Release Mentions</li> <li>• Signage at Event Start</li> <li>• Option to Host a Treat Station</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$500 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Four Sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$300 Investment</b></li> <li>• Logo on Website</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Five Sponsors</li> </ul>
<b>Bike Mechanics</b> <ul style="list-style-type: none"> <li>• Sept-November</li> <li>• 24 youth</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$1,500 Exclusive Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• 2 Media Release Mentions</li> <li>• Signage at Event</li> <li>• Speaking Opportunity at Graduation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$750 Investment</b></li> <li>• Logo on Website</li> <li>• Social Media: 5,600 followers</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Three Sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• <b>\$400 Investment</b></li> <li>• Logo on Website</li> <li>• eNewsletter: 2,600 contacts</li> <li>• Signage at Event</li> <li>• Up to Five Sponsors</li> </ul>



# BIKES for KIDS

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Kristie@BikesforKidsWi.org

(608) 444-8641

## PROGRAM

## GOLD SPONSOR

## SILVER SPONSOR

## BRONZE SPONSOR

### Volunteer Open House with Chili Cookoff

- Mid-November
- 40-80 volunteers

- **\$1,000 Exclusive Investment**
- Logo on Website
- Social Media: 5,600 followers
- eNewsletter: 2,600 contacts
- 2 Media Release Mentions
- Signage at Event
- Speaking Opportunity at Event
- Tabling Opportunity

- **\$750 Investment**
- Logo on Website
- Social Media: 5,600 followers
- eNewsletter: 2,600 contacts
- Signage at Event
- Up to Three Sponsors
- Tabling Opportunity

- **\$500 Investment**
- Logo on Website
- eNewsletter: 2,600 contacts
- Signage at Event
- Up to Five Sponsors

### Giving Tuesday Telethon (Live) & Virtual Auction

- Tuesday after Thanksgiving

- **\$2,500 Exclusive Investment**
- Logo on Website
- Social Media: 5,600 followers
- eNewsletter: 2,600 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: 5,600 followers
- eNewsletter: 2,600 contacts
- Signage at Event
- Three Mentions on Air
- Up to Five Sponsors
- Opportunity to send Volunteer Operators

- **\$500 Investment**
- Logo on Website
- eNewsletter: 2,600 contacts
- Signage at Event
- Two Mentions on Air
- Up to Five Sponsors
- Opportunity to send Volunteer Operator

### GearShift Gathering

- Early January
- 150-300 people at this Bike Industry Expo

- **\$1,500 Exclusive Investment**
- Logo on Website
- Social Media: 5,600 followers
- eNewsletter: 2,600 contacts
- 3 Media Release Mentions
- Signage at Event
- Tabling Opportunity
- Speaking Opportunity at Event

- **\$750 Investment**
- Logo on Website
- Social Media: 5,600 followers
- eNewsletter: 2,600 contacts
- Signage at Event
- Tabling Opportunity
- Up to Three Sponsors

- **\$500 Investment**
- Logo on Website
- eNewsletter: 2,600 contacts
- Signage at Event
- Up to Five Sponsors

