



**BIKE
PGH!**

**2017
SPONSORSHIP
& SUPPORT**



Scott Bricker,
Executive Director

Healthy, vibrant streets and communities that are safe and accessible for everyone to bike and walk: this is the vision that Bike Pittsburgh strives for, and it is only possible with grassroots and grasstops support on all fronts. In recent years, BikePGH has worked hard to develop a network of over 90 business members. These strong partnerships provides us with the financial, social, and political capital needed to transform our city. We want your business to sign on as well. Together we can strengthen your workplace culture, connect community members with your brand, and highlight your business as a leader in the creation of Pittsburgh's next chapter.

AREAS OF FOCUS

- Community:** we will increase community engagement by focusing on membership, diversity, fun events and outreach
- Education:** we will educate and train people of all ages and incomes on riding in the city and making drivers more considerate of bicycle riders and pedestrians
- Advocacy:** we work for policy change and transformation of our urban core by inspiring and advocating within communities to achieve bikeable/walkable streets



FRAME FOR ACTION

- Organizational Stability:** cultivating and utilizing resources efficiently and effectively to ensure the long term health of the organization
- Communications:** with a major focus on equity, diversity and inclusion, we will effectively communicate our message to our supporters in order to inspire action
- Equity, Diversity and Inclusion:** we will strive to view our operations and all of our programs through the lens of equity, diversity, and inclusion in order to combat the societal issues of class inequality, racism and sexism as they relate to access, mobility, affordability and infrastructure investment

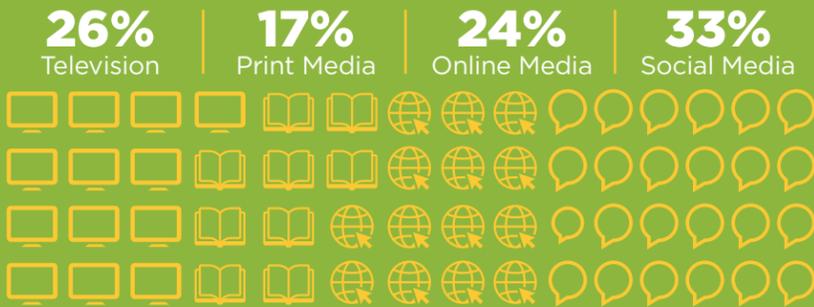
*Please note that all partnership opportunities are structured as "Qualified Sponsorships" in accordance with IRS, and are entirely tax deductible.

WHO IS BIKEPGH?

OUR FOLLOWERS

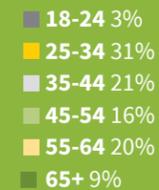
- Facebook: 14,500+**
22% growth from '15-'17
- Twitter: 17,500+**
15% growth from '15-'17
- Instagram: 5,500+**
- Newsletter: 20,500+**
20% growth from '15-'17

HOW DO PEOPLE HEAR ABOUT US?



2,550 PAID MEMBERS - 64% MALE, 35% FEMALE

MEMBER AGES



ACTIVE YEARS OF MEMBERSHIP



HOUSEHOLD INCOME



EDUCATION LEVEL





CITY CYCLING CLASSES



Since this program's launch in June 2014, City Cycling classes have brought hands on bike education to thousands of participants. The classes take three forms, but the goal is always the same: providing low-stress opportunities to get comfortable with biking.

CONFIDENT CITY CYCLING:

An on-bike/on-road training course to teach the skills/knowledge needed to bike on streets. Classes taught monthly and rotate to new neighborhoods from April to October. Class size 20 students ages 15+.

FUNDAMENTALS OF CITY CYCLING:

Focuses on increasing riders' bike handling abilities by breaking down different on-bike skills. Taught indoors at The Wheel Mill all year long.

CITY CYCLING WORKSHOPS:

Conversation-based classes focusing on bike commute Q & A, bike maintenance, and finding safe routes.



Sign your workplace up for a City Cycling Workshop or underwrite our public education. Starting at just \$99.

OPERATION ILLUMINATION

BikePGH partners with businesses to host free pop-up light giveaways to provide high-quality light sets to lightless riders. This program offers a unique opportunity for businesses to volunteer in the community while visibly improving traffic safety.

\$1,500 - Provide 75 light sets for your employees to hand out at 1 of our pop-up stations

\$200 - Provide 10 sets of lights for our next event



POSITIVE SPIN

This youth-focused program engages hundreds of school students in the Pittsburgh region with bicycling as a tool for personal and civic development.

\$5,000 - One year worth of instruction/supplies for 20 youth

\$2,500 - 8 bikes + helmet sets

\$500 - Water bottle + patch kit sets

BIKE SAFETY GUIDES FOR YOUTH & ADULTS



THE NEW 'BIKING 101'

After 9 years we are refreshing one of our most popular publications – the Urban Biking Companion – with 2 new friendly guides, one for youth and one for adults. To date, over 60,000 copies of the UBC have been distributed, helping countless numbers of people become more comfortable riding in the city. From basic bike maintenance to riding in protected lanes, the new Biking 101 will be a complete reference for new riders.

“A WELCOMED CONFIDENCE-BUILDING GIFT TO THOSE WHO ARE STILL UNCERTAIN ABOUT COMMUTING BY BIKE.”

- Ray LaHood, Former United States Secretary of Transportation

 Rules of the Road

 Finding Safe Routes

 Bike Maintenance Basics

 PA State Laws

 Bike and Helmet Fit

 And much, much more

 Managing Traffic



Adspace and underwriting opportunities available.
Estimated print date: Spring 2018.



AN INCLUSIVE SPACE FOR WOMEN WHO BIKE

BikePGH's Spinnsters program provides women, trans-women and girls the space to create their own avenue into the bike community through rides, meetups, workshops, discussions and more.

2017 WOMEN & BIKING FORUM

The only event of its type, BikePGH's Women & Biking Forum draws hundreds of participants from throughout the region. Now in its fourth year, the Women & Biking Forum has a name synonymous with breaking down barriers and creating opportunities.

PRESENTING SPONSOR \$3,000

- Event to be referred to as "2017 Women & Biking Forum Presented By.....[your business]..."
- Logo on website, poster, and forum guide
- Featured social media/blog campaign
- Chance to address attendees at luncheon

LUNCHEON SPONSOR \$1,500

- Logo on website, poster and forum guide
- Chance to address attendees at luncheon

BREAKOUT SESSION \$750

- Sponsor a break out session on bike maintenance or one of our many discussions

WOMEN'S-ONLY BIKE EDUCATION SERIES - \$2,500

We will be expanding our women-only offerings in 2017 because of their tremendous popularity in past years. Be a supportive partner in this 4-part series to build bonds with a growing community.

SPINNSTERS COFFEE - \$150

Warm up the conversation and support our monthly coffee shop series by buying a round.



MAY 28 // JUNE 25 // JULY 30

**OPEN
STREETS**

Presented by: HIGHMARK

3 EVENTS // 3 UNIQUE ROUTES

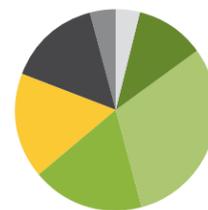
PROJECTED SERIES ATTENDANCE 60,000

10 MILLION ESTIMATED MEDIA IMPRESSIONS IN 2017

OpenStreetsPGH is a series of public events that opens over 3 miles of streets to people of all ages and abilities. It offers the chance to walk, run, bike, dance, socialize and play in the streets for a morning or afternoon. More importantly, it gets people outside and active, connecting people to neighborhoods and local businesses, children with physical activity, and neighbors with one another. Sponsors will have a chance to reach Pittsburgh residents who value health, wellness, community and sustainable activities.

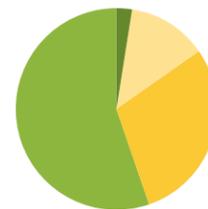
TOTAL ATTENDANCE OF 100,000 PARTICIPANTS OVER 2 YEARS

58%
OF PEOPLE
DISCOVERED A
NEW STORE
ALONG
THE ROUTE



PARTICIPANT AGE

- 0-17 4%
- 18-24 11%
- 25-34 31%
- 35-44 18%
- 45-54 17%
- 55-64 15%
- 65+ 4%



TIME SPENT AT EVENTS

- 0-30 min 2.6%
- 30 min - 1 hr 12.8%
- 1-2 hrs 29.5%
- 2 hrs + 55.1%

41% MEN
15% KIDS
44% WOMEN



**MARKET SQUARE
HUB SPONSOR**

\$25,000
(For Entire Series)

- Included on all press releases and at launch event as “[Your Brand] Hub at Market Square”
- Largest Program Hub with thousands joining group fitness classes, meeting up, and socializing in the square
- Branded Market Square stage with horizontal and vertical banners at the center of attention
- Featured placement on Market Square Welcoming Archway under BikePGH, Highmark and Colcom logos
- Logo on all maps, schedules, and inclusion on all print campaigns
- Inclusion on social media campaigns and print media

**NEIGHBORHOOD
HUB SPONSOR**

\$15,000
(For Entire Series)

\$7,500
(Each Event)

- Branded stage with your company featured
- Included on all press releases and at launch event (for entire series sponsors)
- Inclusion on social media campaigns and print media
- Featured placement on neighborhood-specific Welcoming Archways under BikePGH, Highmark and Colcom logos
- Logo on all maps, schedules, and inclusion on all print campaigns

**MAJOR
SPONSOR**

\$10,000
(For Entire Series)

- Inclusion on Welcoming Archways under Presenting Sponsor and Premier Sponsors
- Physical presence at each event in a featured area within the program hub
- Be included on all 3 event posters

**EVENT
SPONSOR**

\$5,000
(For Entire Series)

- Inclusion on Welcoming Archways under higher tier sponsors
- Website listing

**LOCAL
SPONSOR**

\$2,500 OR \$1,000

- **\$2,500 (For Entire Series):** Join us at one of our program areas and encourage Pittsburgh to get outside and see their city in a new way. Website listing and social media promotion.
- **\$1,000:** Show your support for an active, healthy Pittsburgh. Website listing and social media promotion.

PEDAL PGH AUGUST 27TH 2017

With over 3,000 participants, and an outreach plan that makes millions of impressions, UPMC Health Plan PedalPGH gives you the chance to be associated with the region's largest bike event.

23 YEARS OF HISTORY

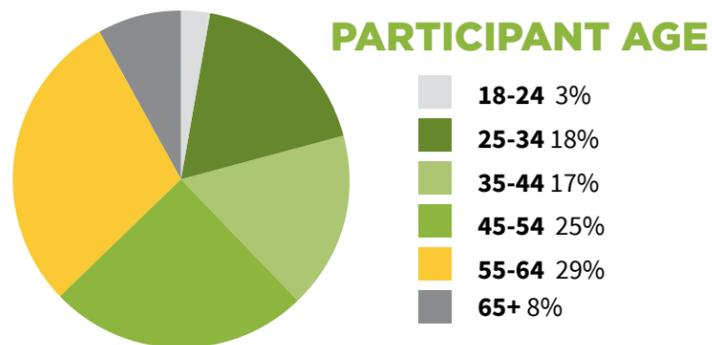
PedalPGH is one of the longest running cycling events in the state with 23 years of successful fundraising rides.

AN INTERNATIONAL EXPERIENCE

From Tel Aviv to Boston, PedalPGH brings together people from all over the world with riders from 27 states and multiple countries attending in 2016.

ESTIMATED 2-3 MILLION MEDIA IMPRESSIONS

Media impressions are estimated at 2-3 million for 2016 combining BikePGH's social media outreach, paid advertising, and earned media. We take our reach seriously and have a comprehensive communications strategy that includes TV, radio, national print publications, news, and social media.



64% MALE - 34% FEMALE



NEARLY 100% POSITIVE RIDER EXPERIENCE

Post-event surveys have shown that 95% of riders have had amazing days on the bike at PedalPGH. We love our riders and they love us back, with hundreds each year going the extra mile and becoming first-time BikePGH members. Together we can advocate for safer streets and have a great time while we are at it.

FEATURED ROUTE SPONSOR \$10,000

Stand out from the crowd and take ownership of one of our featured routes promoted as an integral part to the event.

- BRANDED ROUTE**
 Logo printed on all course materials, t-shirts, cycling jerseys, maps, PedalPGH.org website, and Ride Guides
- EMAIL CAMPAIGNS TO PARTICIPANTS**
 Logo featured with other route sponsors email campaigns
- PRESS RELEASE**
 Included with BikePGH, UPMC Health Plan and other Featured Route Sponsors on spring press release
- BRANDED REST STOP**
 Sponsorship for your staff to engage first-hand with participants at 1 branded rest stop
- SOCIAL MEDIA PROMOTION**
 Promotion to our networks as a business that is making great rides happen



Featured Route Sponsors will also have their logo featured on the 2017 PedalPGH t-shirts and jerseys.

WATER BOTTLE SPONSOR \$5,000

Put your company into the hands of every rider with an impact that will last for years to come.

- Logo included on water bottle given to every rider
- Logo included on all rider numbers
- Logo included on website
- T-Shirt sponsorship

RIDE GUIDE \$500+

Safety is paramount at PedalPGH, so we do our best to communicate with riders early and often. Our Ride Guide is a quick and easy reference guide that covers each route, parking, and other essential ride details. Ads in the 2017 Ride Guide start at just \$500 and are an easy way to show your support for BikePGH and the region's largest ride. (Ride Guide 5.5" x 8.5").

- \$500 ½ page ad, \$1,000 full page ad, \$2,000 back cover

T-SHIRT SPONSOR \$2,500

- Get your logo on the 2017 annual t-shirt
- Logo included on website and Ride Guide

ON-SITE VENDING \$500

- \$500 per 10' x 10' space at our Finish Line Festival
- Discounts are available for multiple spaces
- Fees are waived for 501c3 non profit organizations

ADVOCACY

BIKEPGH'S ADVOCACY IS CREATING A COMPETITIVE 21ST-CENTURY CITY THAT ATTRACTS NEW TALENT AND SUPPORTS LIFELONG RESIDENTS

OUR GOALS BY 2020:

BUILD A MORE COMPLETE NETWORK

- Increase connectivity from 32% of population within a ¼ mile of a bike lane to 50%

INCREASE RIDERSHIP

- Get more people on bikes more often
- Measure ridership through increased data collection

IMPROVE SAFETY

- Reduce crashes
- Eliminate cautionary routes

ENCOURAGE A BIKE COMMUNITY THAT REFLECTS THE CITY

- Encourage more communities to use bikes for recreation and transportation

OUR PARTNERS:



HOW CAN BIKEPGH HELP YOUR BUSINESS LEAD IN CREATING A BIKEABLE, WALKABLE PITTSBURGH?

1 ENGINEERING

- Provide bike parking and amenities like showers, storage and bike repair stations
- Provide Healthy Ride memberships or build a shared fleet
- Voice support for a connected on-street network of bike lanes at public meetings and with letters to the editor

2 ENCOURAGEMENT

- Sponsor a signature BikePGH program or initiative
- Throw an office Bike To Work Day celebration or #LunchLoop
- Extend employee benefits for active transportation

3 EDUCATION

- Host a City Cycling Workshop starting at just \$99
- Publicize BikePGH's calendar of events
- Distribute bike maps & bike commuter guides company-wide

4 EVALUATION & PLANNING

- Set ambitious yet achievable goals for transportation mode shift
- Gain National Bike Friendly BusinessSM certification
- Join the National Bike Challenge & grow involvement

"The urban places we want to live are not created by chance"

BIKES MEAN BUSINESS



WHICH MEMBERSHIP IS RIGHT FOR YOUR BUSINESS?

	MEMBER	BRONZE	SILVER	GOLD
PRICE	\$300	\$1,000	\$5,000	\$10,000
ANNUAL REPORT	✓	✓	✓	✓
SOCIAL MEDIA SHOUT OUT	✓	✓	✓	✓
WEBSITE	Listed with link on Business Page	Logo with link on Business Page	Logo with link on Business Page & Homepage	Logo with link on Business Page & Homepage
CERTIFICATE	✓	✓	Framed	Framed
DISCOUNTS TO BIKEPGH EVENTS FOR EMPLOYEES		✓	✓	✓
BIKE HOUR EMPLOYEE LUNCH & LEARN		✓	✓	✓
LOGO WITH LINK ON BUSINESS EMAIL NEWSLETTER			✓	✓



MEMBERSHIP

A strong business community is at the core of Pittsburgh. It is at the core of Bike Pittsburgh as well. Since our start in 2002, BikePGH has been contributing to a culture of progress in Pittsburgh. Businesses have taken notice and want to stand behind our work. To date, over 90 businesses have signed on to our business member network. We want you to be the next.

BUSINESS MEMBERS BY INDUSTRY



BY BECOMING A BIKEPGH BUSINESS MEMBER, YOUR BUSINESS WILL STAND OUT AS A LEADER IN THE CREATION OF PITTSBURGH'S NEXT CHAPTER.



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