

SPONSORSHIP OPPORTUNITIES FOR WALK AND BIKE MONTH 2010



\$10,000 Carbon Fiber Sponsorship

As a Carbon Fiber Sponsor your company logo will be featured on:

- Feature placement on the 2010 Boulder **Bike to Work Day** t-shirt (3,000 shirts)
- A **special Bike to Work Day 2010** commemorative item with Carbon Fiber Sponsor logo only (retail value: \$1500)
- **Walk & Bike Month e-mail blasts.** There will be seven e-newsletters distributed. **The Carbon Fiber Sponsor will be offered an advertisement in each newsletter.**
- All **event print advertising** in local media. This includes your logo on up to 9 Daily Camera ads during the month of June, valued at over \$11,000.
- **Placement on the CDOT produced Colorado Bike Month Poster for Boulder** (1,500 posters printed. Also available downloadable on Bike to Work Day registration site. Deadline: January 25, 2010)
- **Title sponsorship of one signature Walk & Bike Month Event** (i.e. Boulder Bike to Work Day, Community Bike Rodeos, Bike Shorts Film Fest, Park(ing) Spaces Day, Vintage Bike Swap). Your company will be promoted in up to 2 Daily Camera ads as the presenting sponsor of this event.
- **Prominent placement in a full color ad in Yellow Scene Magazine**, distributed to 300,000 households in the Boulder/ Longmont/ Broomfield/ Westminster region
- **Story in Elephant Journal** about your business' support of bicycling.
- Sole sponsorship of one **You-Tube video**, co-sponsor on 2 You-Tube videos.
- All **public relations** efforts for W&BM.
- A city of Boulder **utility bill insert** distributed to 27,000 households during the month of May, 2010 and will feature the Walk & Bike Month calendar of events.
- **Interior Bus board advertisements** placed on all buses in the Community Transit Network (HOP, SKIP, JUMP, BOUND, DASH and STAMPEDE) which average 12,000 daily riders.
- Interior **Bus Board** advertisements on the **CU Buff Bus**.
- A **Walk & Bike Month promotional TV spot** produced by and aired on Boulder's local Channel 8.
- The **official local webs site for W&BM**, www.goboulder.net & www.communitycycles.org.



Additionally the Carbon Fiber sponsor is offered the following opportunities

- Sponsor's banner featured at major events (if supplied by company)
- Option to promote business at breakfast stations through promotional materials.
- Option to attend major events and set up promotional table or tent.
- Option for a major event at sponsor's business

\$7,500 Titanium Frame Sponsorship

As a Titanium Frame Sponsor your company logo will be featured on:

- Placement on the 2010 Boulder **Bike to Work Day t-shirt** (3,000 shirts)
- **Walk & Bike Month e-mail blasts.** There will be seven e-newsletters distributed. **The Titanium Frame Sponsor will be offered an advertisement in five newsletters.**
- **Placement on the CDOT produced Colorado Bike Month Poster for Boulder** (1,500 posters printed. Also available downloadable on Bike to Work Day registration site. Deadline: January 25, 2010)
- **Event print advertising** in local media. This includes your logo on up to 6 Daily Camera ads during the month of June. (Value up to \$7,200)
- **Placement in a full color ad in Yellow Scene Magazine**, distributed to 300,000 households in the Boulder/ Longmont/ Broomfield/ Westminster region.
- Sponsorship of two **You-Tube** videos.
- All **public relations** efforts for W&BM.
- A city of Boulder **utility bill insert** distributed to 27,000 households during the month of May, 2010 and will feature the Walk & Bike Month calendar of events.
- **Interior Bus board advertisements** placed on all buses in the Community Transit Network (HOP, SKIP, JUMP, BOUND, DASH and STAMPEDE) which average 12,000 daily riders.
- Interior **Bus Board** advertisements on the **CU Buff Bus**.
- A **Walk & Bike Month promotional TV spot** produced by and aired on Boulder's local Channel 8.
- The **official local webs site for W&BM**, www.goboulder.net & www.communitycycles.org.



\$5,000 Chain Ring Sponsorship

As a Chain Ring Sponsor your company logo will be featured on:

- Placement on the 2010 Boulder **Bike to Work Day t-shirt** (3,000 shirts)
- **Walk & Bike Month e-mail blasts.** There will be seven e-newsletters distributed. **The Chain Ring Sponsor will be offered an advertisement in four newsletters.**
- **Placement on the CDOT produced Colorado Bike Month Poster for Boulder** (1,500 posters printed. Also available downloadable on Bike to Work Day registration site. Deadline: January 25, 2010)
- **Event print advertising** in local media. This includes your logo on up to 4 Daily Camera ads during the month of June. (Value up to \$4,800)
- **Placement in a full color ad in Yellow Scene Magazine**, distributed to 300,000 households in the Boulder/ Longmont/ Broomfield/ Westminster region.



- Sponsorship of one **You-Tube** video.
- All **public relations** efforts for W&BM.
- A city of Boulder **utility bill insert** distributed to 27,000 households during the month of May, 2010 and will feature the Walk & Bike Month calendar of events.
- **Interior Bus board advertisements** placed on all buses in the Community Transit Network (HOP, SKIP, JUMP, BOUND, DASH and STAMPEDE) which average 12,000 daily riders.
- Interior **Bus Board** advertisements on the **CU Buff Bus**.
- A **Walk & Bike Month promotional TV spot** produced by and aired on Boulder's local Channel 8.
- The **official local webs site for W&BM**, www.goboulder.net & www.communitycycles.org.

\$2,500 Spoke Sponsorship

As a Spoke Sponsor your company logo will be featured on:

- Placement on the 2010 Boulder **Bike to Work Day t-shirt** (3000 shirts)
- **Walk & Bike Month e-mail blasts**. There will be seven e-newsletters distributed. **The Spoke Sponsor will be offered an advertisement in one newsletter.**
- **Placement on the CDOT produced Colorado Bike Month Poster for Boulder** (1,500 posters printed. Also available downloadable on Bike to Work Day registration site. Deadline: January 25, 2010)
- **Event print advertising** in local media. This includes your logo on up to 2 Daily Camera ads during the month of June. (Value up to \$2,400)
- All **public relations** efforts for W&BM.
- A city of Boulder **utility bill insert** distributed to 27,000 households during the month of May, 2010 and will feature the Walk & Bike Month calendar of events.
- **Interior Bus board advertisements** placed on all buses in the Community Transit Network (HOP, SKIP, JUMP, BOUND, DASH and STAMPEDE) which average 12,000 daily riders.
- Interior **Bus Board** advertisements on the **CU Buff Bus**.
- A **Walk & Bike Month promotional TV spot** produced by and aired on Boulder's local Channel 8.
- The **official local webs site for W&BM**, www.goboulder.net & www.communitycycles.org.



\$1,000 Handlebar Sponsorship

Your company logo will be featured on:

- A city of Boulder **utility bill insert** distributed to 27,000 households during the month of May, 2010 and will feature the Walk & Bike Month calendar of events.



- **Walk & Bike Month e-mail blasts.** There will be seven e-newsletters distributed.
- All **public relations** efforts for W&BM.
- The **official local webs site for W&BM**, www.goboulder.net & www.communitycycles.org.

\$500 Inner Tube Sponsorship

Your company logo will be featured on:

- **Walk & Bike Month e-mail blasts.** There will be seven e-newsletters distributed.
- The official local web sites for W&BM, www.goboulder.net & www.communitycycles.org.

