Bike to Wherever Day is Bike East Bay’s biggest community event of the year, with thousands of bicyclists of all ages and paths of life taking to the streets to show their support for two-wheeled transportation. The celebration remains popular, safe, inclusive, and welcoming despite the COVID-19 pandemic: a tribute to the success and vitality of the bicycle movement. Bike to Wherever Day is a regional Bay Area event that raises the visibility of bicycling and encourages more people to make healthy, active transportation choices.

**BIKE TO WHEREVER DAY HIGHLIGHTS:**

- **16,000** Email Subscribers
- **22,500** Followers Across Social
- **8,500** Custom Bags
**SPONSORSHIP LEVELS**

<table>
<thead>
<tr>
<th>Sponsorship Level*</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>$25,000</td>
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<td>$5,000</td>
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**Day of Event**

- Bike to Wherever Day Energizer Station Signs
- Your Offer/Advertisement in Digital Goodie Bag
- 8,500 Custom Canvas Bags

**Print**

- RideOn, Bike East Bay’s Newsletter: 4,000 Readers
- Bike to Wherever Day Special E-Newsletter: 16,000 Subscribers
- Event Page at BikeEastBay.org

**Web + Social Media**

- Instagram: shout-out in Bike to Wherever Day stories
- Bike to Wherever Day Digital Posters
- Facebook and Twitter: Posts to our 10,000+ Followers per Platform
- Banner Ad or Sponsored Post in One E-Newsletter (sponsor provides content)

**More**

- Official Bike to Work Day Report

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**Deadline: February 28, 2021**

Please send this form to [Ginger@BikeEastBay.org](mailto:Ginger@BikeEastBay.org) or mail it to the address below.

Bike East Bay
PO Box 1736
Oakland, CA 94604

**Contact:**

Ginger Jui
Executive Director
510-845-7433 x1003
Ginger@BikeEastBay.org

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*Have specific goals you want to meet for your sponsorship? We can work with you to tailor a sponsorship package to fit your needs. Contact us.*