

BAY AREA BIKE TO WHEREVER DAYS 2025

THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day, happening Thursday, May 15, 2025, is the East Bay's premier celebration of biking, bringing together a vibrant community of over tens of thousands of riders across all ages and backgrounds. Beyond a simple bike ride, this event is a powerful movement that highlights bicycling as a sustainable, healthy, and inclusive mode of transportation. By creating a welcoming atmosphere that embraces both experienced bicyclists and newcomers, Bike to Wherever Day serves as a critical platform for promoting biking culture, environmental sustainability, and community connection.

This event offers a high-visibility sponsorship opportunity, providing partners with brand exposure through multiple touchpoints. Sponsors gain prominent placement on thousands of Bike to Wherever Day tote bags, media campaign visibility, and direct engagement at strategically placed energizer stations across high-traffic areas throughout the East Bay.

BIKE TO WHEREVER DAY HIGHLIGHTS:



19,500+

Email Subscribers



27,800+

Social Media Followers



9,450

Custom Bags



SPONSORSHIP LEVELS

	Diamond \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	
DAY-OF PUBLICITY	9,450 Custom Canvas Bags	Logo	Logo	Name	
	500 Bike to Wherever Day T-Shirts	Logo	Logo	Name	
	Table at BTWD Happy Hour in Oakland	✓	✓		
	100+ BTWD Energizer Station Signs	Logo	Logo	Name	Name
PRINT	RideOn Magazine: 2,100 readers	Logo	Logo	Name	Name
	2,000 Postcards / 100 Posters <i>distributed across Alameda and Contra Costa Counties</i>	Logo	Logo	Name	Name
DIGITAL	Your Offer/Ad in Digital Goodie Bag promoted to over 10,000 riders	✓	✓	✓	
	Bike to Work Day E-Newsletters: 19,000 Subscribers	Logo	Logo	Logo	Name
	Sponsored Post in (1) E-Newsletter <i>(Sponsor provides content)</i>	✓	✓		
	Event Page at BikeEastBay.org: 27,000 Monthly Visitors	Logo & Link	Logo & Link	Logo	Name
	Instagram/Facebook Story Mention: 15,000 Followers	Logo & Tag (2x)	Logo & Tag	Logo	Name
	Instagram/Facebook/Twitter Post: 26,000 Followers	Logo & Tag (2x)	Logo & Tag (1x)		

Deadline: February 28, 2025

Please send this form (by email or mail) and any questions to:

Caitlin Gleason, Events Manager
 Events@BikeEastBay.org | 707-480-6897
 PO Box 1736, Oakland, CA 94604

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

Name: _____

Business/Organization: _____

Address: _____

Phone Number: _____

Email: _____

Sponsorship Level: Diamond Gold Silver Bronze