



THE BAY AREA'S BIGGEST DAY FOR BICYCLING



Bike to Wherever Day, happening Thursday, May 14, 2026, is the East Bay's premier celebration of biking, bringing together a vibrant community of 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 (BTWD) 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:





SPONSORSHIP LEVELS

	Diamond \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Supporter \$1,000
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DAY-OF PUBLICITY

Recognition on 10,000 distributed canvas bags

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Name

Available to government agencies with budget under \$100MM or companies with < 25 employees

Recognition on 400+ BTWD T-Shirts

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Booth at BTWD Happy Hour in Oakland

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Recognition on 100+ Energizer Station Signs

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PHYSICAL MEDIA

Recognition in 2,100 RideOn magazines

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3,000 Postcards / 100 Posters distributed across Alameda and Contra Costa Counties

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Inclusion of branded giveaway inside 9,450 BTWD bags

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✓

✓

DIGITAL MARKETING

Your Offer/Ad in Digital Goodie Bag promoted to over 10,000 riders

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✓

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Name

Bike to Work Day E-Newsletters: 21,000+ Subscribers

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Logo

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Sponsored Post in (1) E-Newsletter (*Sponsor provides content*)

✓

✓

Event Page at BikeEastBay.org: 27,000+ Monthly Visitors

Logo & Link

Logo & Link

Logo

Name

Name

Instagram/Facebook Story Mention: 60,000+ Monthly Views

Logo & Tag (2x)

Logo & Tag

Logo

Name

Instagram/Facebook/Bluesky Post: 17,000+ Followers

Logo & Tag (2x)

Logo & Tag (1x)

Deadline: February 27, 2025

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

Events@BikeEastBay.org

(510) 845-7433

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: Diamond Gold Silver Bronze Starter