

BIKE VALET

The East Bay's premier
bike parking service



Bike Valet Clients



Bike valet is a secure bike parking service provided by Bike East Bay at major events across the East Bay. Safe and secure bike parking is a deterrent for many trying to access community events. Often there is limited bike parking near large venues and other community hubs, or people are concerned for the security of their bike. By offering this service at no cost to users, it helps encourage more people to ride, provides equitable access to community events, and serves as a significant engagement opportunity.

Our bike valet program provides a high-visibility sponsorship opportunity, providing partners with brand exposure through multiple touchpoints at major events, like Oakland Ballers and Roots games. Sponsors gain direct engagement at hundreds of events and through digital media.

BIKE VALET HIGHLIGHTS:



2,500+

Annual Bike Valet Users



60,000+

Monthly Social Media Views



80+

Annual Events



21,000+

Email Subscribers

SPONSORSHIP LEVELS

	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$1,000	
BIKE VALET EVENTS & PERKS	VIP bike valet passes	20	10	5	
	Bike valet staff t-shirts	Logo			
	Bike valet tags	Logo	Name		
	Branding on digital check-in form	Logo	Logo	Name	
	Branding at bike valet booth	Logo	Logo	Logo	Name
	Flyers + swag at bike valet booth	✓	✓		
	Directional a-frame signs	Logo	Logo	Name	Name
MARKETING & OUTREACH	Bike Valet Page at BikeEastBay.org: 27,000+ Monthly Visitors	Logo & Link	Logo & Link	Logo	Name
	Bike valet announcement email (21,000+ subscribers)	Logo	Logo	Logo	Name
	E-Newsletter features (21,000+ subscribers)	Logo	Logo	Logo	
	Instagram/Facebook Story Mention: 60,000+ Views	Logo & Tag (2x)	Logo & Tag	Logo	Name
	Instagram/Facebook/Bluesky Post: 60,000+ Views	Logo & Tag (2x)	Logo & Tag (1x)		
	Branding on digital bike valet request form	Logo	Logo	Name	
	Branding on Bike East Bay van	Logo			
	Blog Post on BikeEastBay.org & (1) E-Newsletter (<i>Sponsor provides content</i>)	✓			

BECOME A SPONSOR:

Engagement Coordinator - Amanda Carson

Email: amanda@bikeeastbay.org

LEARN MORE:

Visit: bikeeastbay.org/bike-valet

REACH OUT TO CONFIRM
YOUR SPONSORSHIP BY*

FEBRUARY 27, 2025

*To be included in print materials