

**BIKE
PGH!**

**2024 SPONSORSHIP
& SUPPORT**



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ABOUT US

OUR MISSION:

BikePGH is transforming our streets to make biking and walking commonplace for all Pittsburghers in order to improve our quality of life and reduce the harmful effects of car dependence in our communities.

We believe that people need realistic options in order to change their transportation habits away from single occupancy car trips and toward biking, walking, and transit. Our work focuses on three key areas to achieve this shift: Advocacy, Community, and Education. Together, we can make biking and walking commonplace for all Pittsburghers.



ADVOCACY:

We advocate for safe, car-free transportation options via infrastructure and public policy.



COMMUNITY:

We bring people together to experience car-free transportation, engage with new ideas, and build support for biking and walking.



EDUCATION:

We educate in order to give people the tools they need to safely experience the city by foot and by bike.

READ ON TO JOIN THE MOVEMENT & SUPPORT OUR WORK!

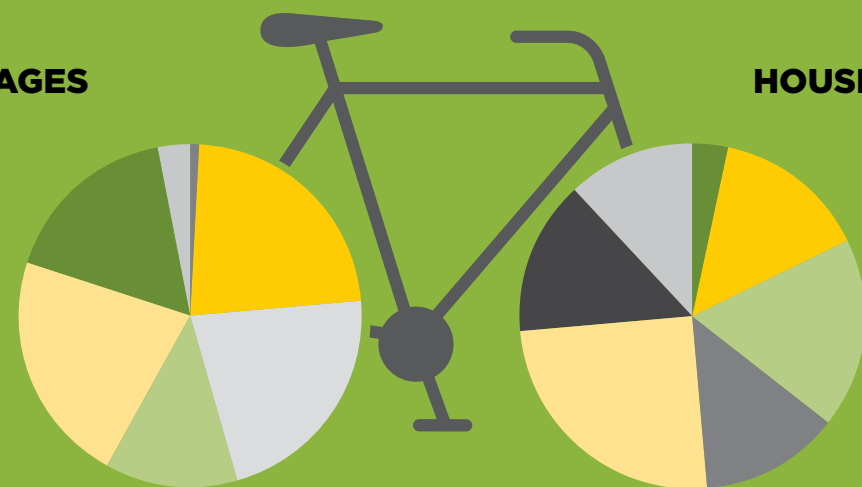


OUR MEMBERS

3,000 INDIVIDUAL DONATING MEMBERS
ACROSS THE PITTSBURGH REGION

MEMBER AGES

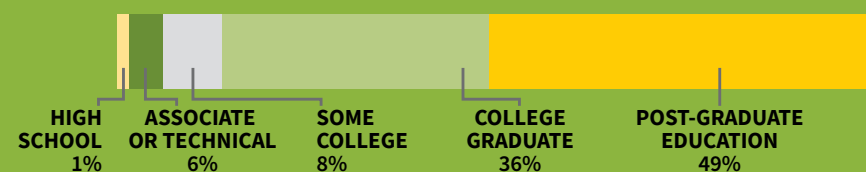
- 18-24 1%
- 25-34 22%
- 35-44 22%
- 45-54 12%
- 55-64 22%
- 65+ 21%



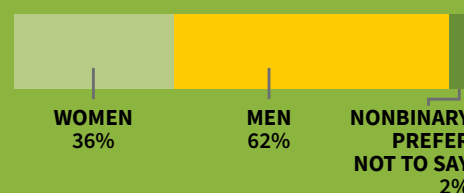
HOUSEHOLD INCOME

- Under \$25k 3%
- \$25k - \$49k 12%
- \$50k - \$74k 15%
- \$75k - \$99k 11%
- \$100k - \$149k 21%
- \$150k - \$199k 12%
- Above \$200k 10%
- Undisclosed 16%

EDUCATION LEVEL



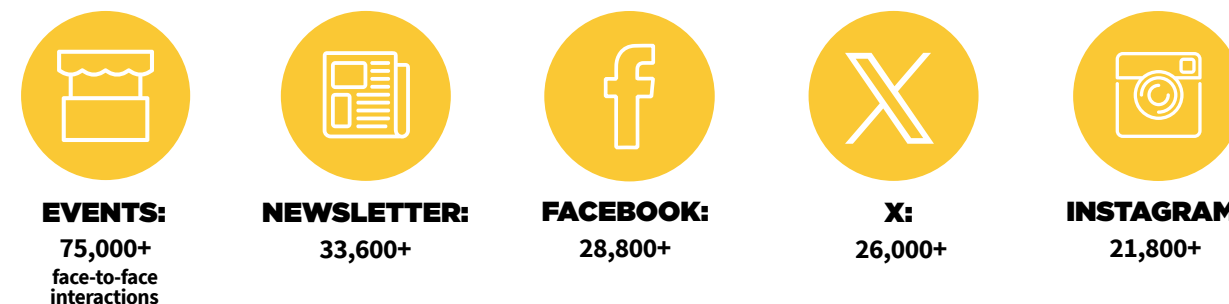
GENDER



ALIGN YOUR BRAND WITH PROMOTING HEALTH, SAFETY & FUN!

BIKE PITTSBURGH HOSTS SOME OF THE LARGEST, MOST BELOVED EVENTS IN THE REGION.

OUR REACH:



OUR SPONSORS:



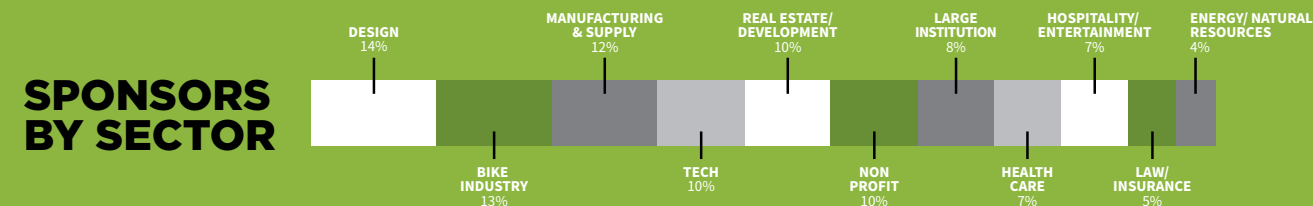
+ MANY MORE - THANK YOU, PITTSBURGH!

SPONSOR OUR MISSION

BY SPONSORING BIKEPGH, YOU'RE SUPPORTING SAFER STREETS, HEALTHIER AIR, AND BETTER CONNECTED COMMUNITIES FOR A MORE LIVABLE PITTSBURGH FOR YOUR EMPLOYEES AND THEIR FAMILIES.

		\$1,000	\$2,500	\$5,000
MARKETING	BikePGH Website	Logo with Link	Logo with Link	Logo with Link
	Event & Program Participation/Visibility*	Logo	Logo or Booth	Custom
	Social Media Spotlight on Your Bike-Friendly Business	X	X	✓
	Included in Annual Report	✓	✓	✓
PERKS	Discounts to BikePGH Events	For up to 5 employees	For up to 10 employees	Available to All Employees
	Discounted First-Year BikePGH Membership	Up to 5 employees	Up to 10 employees	Available to All Employees
	Official Pittsburgh Bike Map	Up to 2 Boxes Upon Request	As Needed Upon Request	As Needed Upon Request
COMMUNITY	Annual Business Awards Evening	2 Guests	4 Guests	4 Guests
	Quarterly Business of Biking Happy Hours	4 Guests	4 Guests	4 Guests

*At selected events, opportunities will vary by sponsorship level.



If your small business would like to get involved with in-kind support or smaller donation please contact us -- we would love to work with you!



EMPLOYEE ENGAGEMENT

UTILIZE OUR EXPERTISE TO BRING BIKING BENEFITS TO YOUR EMPLOYEES WITH FACILITIES IMPROVEMENTS, A LA CARTE WELLNESS ACTIVITIES, COMMUNITY EVENTS AND MORE.

VOLUNTEER OPPORTUNITIES

Gather your coworkers and volunteer with BikePGH! Your organization can help us staff rest stops at PedalPGH, be an Intersection Hero team for OpenStreetsPGH, or simply join us for a weekly volunteer night at the office.

POWER HOUR - \$1,000

Our Power Hours provide a great team building exercise with a 30-45 minute bike ride that gives your employees a chance to stretch their legs, grab a breath of fresh air, and create memories. We bring the bikes and ride leaders. *Minimum 45 days notice for scheduling.*

BIKE PARKING RACKS & ROOMS

BikePGH is an advocate dealer for Dero bike racks — with American made craftsmanship, sustainable practices, excellent customer service, and expertise in bike parking, we are happy to help figure out your bike parking needs with a custom quote.

LUNCH & LEARN - \$500

These engaging presentations give a quick overview of a topic, then open the floor for discussion and Q&A. Each participant receives a copy of BikePGH's Pittsburgh Bike Map and Biking 101 Guide. *Minimum 30 days notice for scheduling.*

PEDALPGH WORKPLACE TEAM

Rally your workplace to form a team for PedalPGH. This fundraiser ride offers your business a team-building opportunity like no other, and our four route choices can accommodate employees of all skill levels. Discounts available for BikePGH Sponsors and organized groups!

Pick from any of these topics:

- Biking basics for transportation or recreation
- Make every day bike to work day
- Top fun rides in Western PA

PITTSBURGH BIKE MAP

Great for new hires! Our award-winning maps show all of the safe routes through the city. They start excellent conversations, and they also make great wall-art! Delivery available, \$150 per box of 375.



BUSINESS OF BIKING HAPPY HOURS

Sponsor a Business of Biking Happy Hour! Showcase your workplace's health and transit-related initiatives to members of our business network. Opportunity to speak in front of decision-makers from other members and supporters in the industry. In-kind exchange if you are able to serve as host location, provide snacks/drinks, and give a facility tour.



PEDALPGH

ANNUAL FUNDRAISER RIDE

4 MILLION ESTIMATED MEDIA IMPRESSIONS

PENNSYLVANIA'S LARGEST BIKE RIDE

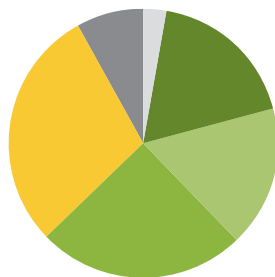
SAVE THE DATE: AUGUST 25, 2024



PedalPGH has grown steadily over its 30+ years to become one of the region's largest and most loved bike events. With four routes of varying difficulty to choose from, the focus is on inclusivity and overcoming personal challenges as participants ride, not race, through Pittsburgh's unique topography. Don't miss your chance to be associated with our largest and most visible fundraiser -- see how your business or organization can be part of PedalPGH!

3,000+

REGISTERED CYCLISTS AND FAMILIES



PARTICIPANT AGE

- 18-24 3%
- 25-34 18%
- 35-44 17%
- 45-54 25%
- 55-64 29%
- 65+ 8%

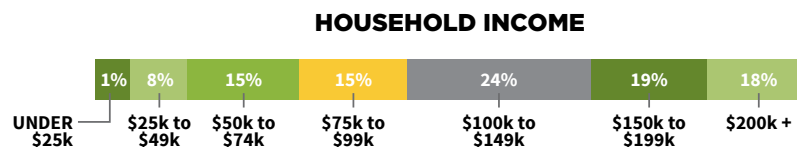
61% MALE

1% NON-BINARY

38% FEMALE

"Loved it all! It was such a fun, community experience and a great way to see the city and ride in areas that I don't usually find myself."

- PEDALPGH RIDER



TITLE SPONSOR 2024

TAKEN

- Exclusive event naming rights ie. "UPMC Health Plan PedalPGH". Sponsor logo embedded with PedalPGH Logo in all publications
- Prominent logo placement on all event signage, printed materials & merchandise
- Ownership & inclusion across all event marketing/promotional platforms: e-newsletter, press release, social media, website, Ride Guide distributed to each rider (+ all earned media)
- Onsite Presence: 10 x 10 tent space reserved at every rest stop for sponsor's activation of choice (5-7 locations across the city)

ROUTE SPONSOR

Exclusive naming of one featured route at PedalPGH

- Take ownership of your choice* of the 10 mile Family Ride, 25 Mile City Tour, 40 Mile Grand Tour, or 62 Mile Epic Challenge (*choice available on a first-come first-serve basis)
- Full page ad or other sponsor message included in Ride Guide
- Customizable, branded signage along the route of your choice
- Logo on Bib number, Jersey, T-shirt, Website, Ride Guide, and featured on PedalPGH route maps (digital & day of printed map signage)
- Onsite Presence: Booth space reserved at finish line festival for activation of choice (10 x 20, or as agreed upon with BikePGH)

\$10,000 4 AVAILABLE

SAFETY SPONSOR

Support Pedal riders on their big day by sponsoring our Support and Gear vehicles & emergency call line.

- "12"x18" car magnets (2 per vehicle) with your logo on 4 support and Gear vehicles circulating during the ride
- Logo on every rider bib number, co-located with SAG number to call for assistance
- Logo on t-shirt given to every rider
- Website logo & listing
- Onsite Presence: 10 x 20 booth space reserved at finish line festival for activation of choice

\$7,500 1 AVAILABLE

LUNCH SPONSOR

Provide grab-n-go lunches for hungry riders on event day

- Opportunity to provide lunch for appreciative riders of PedalPGH
- Logo on Bib number, Jersey, T-shirt, Ride Guide, and featured on digital route maps
- Logo on wayfinding signage and maps
- Onsite Presence: 10x20 booth space reserved for activation of choice

\$10,000 1 AVAILABLE

REST STOP SPONSOR

Keep our riders happy by fueling their PedalPGH adventure from start to finish.

- Logo on water bottle given to every rider
- Logo on wayfinding signage and maps at each rest stop
- Logo on the 2024 annual t-shirt given to every rider
- Onsite Presence: 10 x 10 booth space reserved at finish line festival or rest stop for activation of choice

\$5,000 4 AVAILABLE

T-SHIRT SPONSOR

Featuring new local designs each year, this tee is actually going to be worn again (and again).

- Logo on the 2024 annual t-shirt given to all registered riders
- Option to add on 10x10 booth space at the finish line festival

\$2,500

Printed /non-digital deliverables described above are available through are available through May 1. After this date we cannot guarantee inclusion on any printed deliverables.



OPENSTREETSPGH

**CREATING
12+ MILES
OF CAR-FREE
STREETS**

**10
MILLION
ESTIMATED MEDIA
IMPRESSIONS**

**55,000+
ESTIMATED
ATTENDEES
IN 2023**

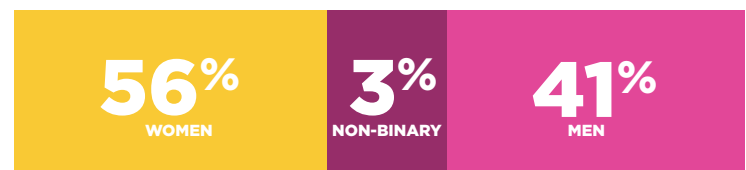
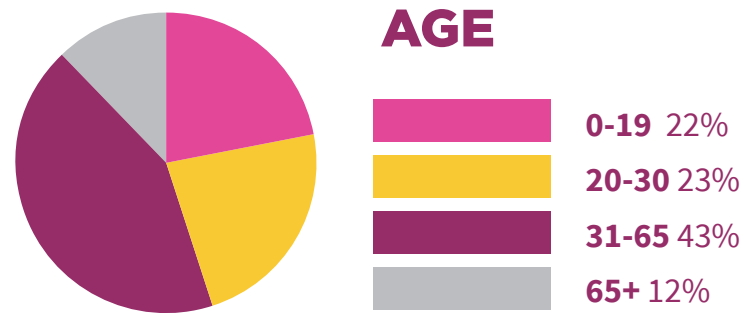
THREE EVENTS: MAY, JUNE, AND JULY 2024

OPEN STREETS

This free, family-fun event promotes biking, walking, and rolling, healthy outdoor activity, and community engagement using city streets. Sponsors will reach Pittsburgh residents who value health, wellness, community, and sustainability. Don't miss out — see how your business or organization can join us this summer for OpenStreetsPGH!

GET YOUR BRAND/PRODUCT IN FRONT OF TENS OF THOUSANDS OF POTENTIAL CUSTOMERS | **GREAT OPPORTUNITY FOR PRODUCT SAMPLING AND REAL-TIME MARKET TESTING**

58% OF PEOPLE DISCOVERED A NEW BUSINESS ALONG THE ROUTE



TAKEN

PRESENTING SPONSOR

Presenting sponsorship is fully customizable and available on three-year contract terms only. Please contact us regarding interest in presenting sponsorship for 2025 - 2027.

STARTING AT \$50,000 FULL SERIES ONLY

OFFICIAL SPONSOR

- Inclusion across all event marketing/promotional platforms: e-newsletter, press release, social media, website (+ all earned media)
- Onsite presence: Up to 10x20 space reserved at every hub for sponsor's activation of choice
- Placement on all event signage: stage banners, pavement decals, overhead banners, and directional hub towers
- Merchandise: logo placement on official event T-shirts & any other event merch
- Additional customization & deliverables available upon request

STARTING AT \$10,000 PER EVENT

HUB PRESENTING SPONSOR

- Exclusive naming rights to a dedicated activity area (hub) along the route. Series ownership (3 events) is also available; choice of Kids & Family Hub, Arts & Cultural Hub, or Health & Wellness Hub.
- Hub name included on official route map + all digital pre-event marketing
- Prominent placement on all hub signage: stage banners, pavement decals, and directional hub towers
- Onsite Presence: 10 x 20 tent space reserved at sponsored hub for activation of choice
- Website listing & logo with click-through link

\$5,000 PER EVENT

COMMUNITY SPONSOR

- Placement on event signage: stage banners only
- Onsite Presence: 10 x 10 tent space reserved for activation of choice. Choose from 3 high-visibility hub locations determined by BikePGH
- Website listing & logo

STARTING AT \$2,500 PER EVENT

BLOCK SPONSOR

- Onsite Presence: 10 x 10 tent space at a hub reserved for activation of choice. Hub placement to be determined by BikePGH.
- Website listing

Printed /non-digital deliverables described above are available through April 1. After this date we cannot guarantee inclusion on all printed materials.



\$5,000 ALLOWS US TO PROVIDE A FULL YEAR OF PROGRAMMING TO SUPPORT THIS COMMUNITY.

WOMEN & NON-BINARY BIKE SUMMIT

The WMNBikePGH Summit is an annual gathering that encourages women, non-binary, and trans people to participate and take up space in the biking world. For the eleventh year we will bring together over a hundred individuals to get inspired by leaders in the field, learn new skills, form new connections, and empower one another. Sponsors will be part of an engaging day of activities and an event that promotes community, equity, diversity and inclusion in cycling. Show support for local women and non-binary+ riders by joining us at the 2024 Summit!

TITLE SPONSOR

\$10,000

- Event to be referred to as 2024 Women & Non-Binary Bike Summit Presented by [Your Business]
- Prominent inclusion as title sponsor in all marketing/promotional materials: e-newsletter, blog, press release, website, newspaper/print (+ all earned media)
- Logo included on website, poster, summit program schedule, and any merchandise
- Social media mentioning title sponsor
- Opportunity to address summit attendees
- Opportunity to distribute promotional item in attendee bags

GOOD MORNING SPONSOR

\$2,500

- Logo on website & poster
- Mention on social (Facebook/Twitter/Instagram)
- “Breakfast provided by [Your Business]” placards to be placed at food/coffee stations during Breakfast & Registration hours
- Opportunity for engagement activity or table at Breakfast & Registration
- Name and logo included in summit program schedule

LUNCH SPONSOR

\$3,500

- Logo on website & poster
- Mention on social (Facebook/Twitter/Instagram)
- “Lunch provided by [Your Business]” placards to be placed at food/coffee stations during lunch hours
- Opportunity for engagement activity or table during lunch hours
- Opportunity to address attendees
- Name and logo included in summit program schedule

WOMEN & NON-BINARY PROGRAMMING

We believe that cycling should be made more accessible for women and non-binary people, and hope to introduce even more of these new members into the cycling community through our programming in 2023.

CONTACT US


GROUP RIDES

Year round community building rides, social meetups, and events around biking. Contact us to see how we can incorporate your business into a “Sunday Funday” or other group ride or meetup event.

CONTACT US

WORKSHOPS

We are proud to offer workshops and trainings for women and non-binary people to develop new skills and learn bike maintenance in a group that is non-judgemental and accepting. Contact us for information on underwriting one or more of our women and non-binary workshops.



GAP CAMPOUT

CONTACT US

- Help us continue the tradition of our beloved annual WMNBikePGH GAP Ride and Campout
- In kind opportunities available as well as traditional event underwriting





BIKE TO WORK DAY!



Since 1956, National Bike to Work Day has been one of the biking world's largest events and most well known. Our local Bike to Work Day celebrations invite newcomers to try biking as a fun and healthy alternative to their typical commute and celebrates the thousands of cyclists who are already bike commuting every day here in Pittsburgh. Your support will fuel our annual Commuter Cafes -- providing delicious local coffee and snacks to anyone making a trip on two wheels.

PRESENTING SPONSOR

\$5,000

- Keep the city rolling and refreshed all day long! Support our morning and evening Commuter Cafes
- Social media mention as presenting sponsor & tagged on all event pages ie. Bike to Work Day is presented by [Your Business]"
- Name (and logo when appropriate) on all pre-event marketing and earned media, press release, opportunity to have a presence at one or all Commuter Cafe locations at Bike to Work Day 2024

SPONSOR A COMMUTER CAFE

\$1,000

- Logo on all signage at one (1) Commuter Cafe location
- Logo on Website + tags on social during Bike to Work Day 2024
- 10x10 Booth Space reserved for giveaway or other activation of choice

SUPPORT A COMMUTER CAFE

\$500

- Tagged on social media during Bike to Work Day 2024
- 10x10 Booth Space reserved for activation of choice

OPERATION ILLUMINATION



We believe safety starts small--with proper bike lights for all cyclists. Each year BikePGH hosts free pop-up light giveaways that provide high-quality light sets to unlit riders who may not be able to afford their own. This program offers a unique opportunity for businesses to have an immediate and direct impact on bike safety in the city, while visibly improving conditions for all road users.

PRESENTING SPONSOR

STARTING AT \$10,000

- Provide 400 sets of lights that will be distributed to those in need over approx. four (4) events in 2024
- Signage with sponsor logo and name displayed at each event
- Social media mention as presenting sponsor & tagged on all event pages ie. "Operation Illumination is presented by / powered by [Your Business]"
- Opportunity to distribute approved literature or promotional items at events

With opportunities for further integration/customization upon request.



EDUCATIONAL CLASSES & RESOURCES

With educational classes, lessons, videos, maps, and guides, we provide practical information and skills to help Pittsburghers get around town safely. We educate and train people of all ages and incomes to ride bikes, and teach drivers how to be considerate of people who bike and walk.

E-BIKE GUIDE

Sponsor Version 2 of BikePGH's newest resource -- the ultimate guide to e-bikes!

E-bikes are officially the fastest growing sector of the electric vehicle industry, and are poised to be a true gamechanger in mobility for those navigating the unique topography of Pittsburgh. With the growth of a new transportation mode comes lots of questions! BikePGH will be producing V2 of our premier resource for everything to know about e-bikes - from how to choose the right bike for your needs, safety, local laws and knowing your rights as an e-bike user.

- Prominent logo placement on guide cover
- Tags on social media when released and all relevant media content thereafter.

\$5,000

CONFIDENT CITY CYCLING CLASSES

Underwrite free cycling classes for an entire season where Pittsburghers learn from league certified instructors to take on city streets safely and confidently. Your support can help reduce the barriers to safe riding on city streets and empower local cyclists to mode shift away from single-user vehicle trips.

\$1,000 PER CLASS

LEAGUE CERTIFIED INSTRUCTOR CLASS

BikePGH seeks to increase the size and diversity of the pool of instructors capable of teaching people how to move safely throughout the city. We're working with the League of American Cyclists to host a weekend long LCI training seminar this spring. Your contribution covers the cost of up to 10 scholarship applicants, removing barriers for those seeking to make bike education a part of their livelihood.

\$5,000

ADVOCACY

\$10,000 can underwrite a full year of advocacy training opportunities

Bike lanes don't just appear - advocates make it happen! BikePGH is a proven leader at creating change within the Pittsburgh transportation ecosystem. We build relationships at the local, state, and national level to bring awareness to biking and walking issues.

ADVOCATE TRAINING WORKSHOPS

Our advocacy workshops will provide passionate individuals with tips, tricks, tools, and facts they need to create lasting change in their communities.

We welcome gifts of all sizes toward our advocacy work, the work that is at the heart of all that we do. Some examples of what you'd be contributing toward:

- **\$500** allows us to help a neighborhood audit their bike/ped issues
- **\$750** helps create an advocacy skills workshop
- **\$1500** enables a full-day "Winning Campaigns" training
- **\$2500** fully covers our advocacy quarterly meetings



Help us build a new generation of changemakers!



**BIKE
PGH!**

Sponsor an entire season of bike joy

and triple the impact of your marketing dollars*



Choose which level is right for you:
Be seen at all the summer's biggest and most impactful events!

ROI:
2x

\$10,000 Level

- T-Shirt Sponsorship at PedalPGH
- OSP Block Sponsorship at all 3 events
- Logo on WMNBikePGH Summit site and Thank You slides at Summit event

ROI:
2.5x

\$25,000 Level

- Rest Stop Sponsorship at PedalPGH
- Community Level OpenStreetsPGH Sponsorship at all 3 OpenStreetsPGH
- Full Year of WMNBikePGH Programming Support

ROI:
3x
Triple your
\$\$\$

\$50,000 Level

- Hub Naming Rights at all 3 OpenStreetsPGH
- Route Sponsorship at PedalPGH
- Full Year WMNBikePGH Programming Support
- Lunch Sponsorship at WMNBikePGH Summit

BikePGH Benefits:

- An average of double ROI as compared to more "traditional" media buys*
- Positive brand alignment with some of the city's largest free community and family events
- An opportunity to present fun, creative experiential marketing to thousands of excited and engaged attendees
- A meaningful impact on the safety and livability of Pittsburgh - for your employees, family, and neighbors

* Full list of BikePGH's available marketing opportunities/deliverables and detailed impression data available on request.



**BIKE
PGH!**

JOIN THE MOVEMENT!

Your tax-deductible contributions are essential to enhancing the quality of life in Pittsburgh by making our streets safer for biking, walking, and rolling.

Christine Yockel

Business & Sponsorship Manager
412.325.4334
christine@bikepgh.org

Custom sponsorships available!

Have an idea that's not in this guide? Get in touch to start building a personalized package!

BikePGH | 188 43rd Street, Pittsburgh, PA 15201 | sponsor@bikepgh.org