



HOLIDAY BIKE DRIVE





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ABOUT THE COMMUNITY CYCLING CENTER

The Community Cycling Center is a nonprofit organization on a mission to broaden access to bicycling and its benefits. Our vision is to help build a vibrant community where people of all backgrounds use bicycles to stay healthy and connected. We believe that all Portlanders—regardless of income or background—should have the opportunity to experience the joy, freedom, and health benefits of bicycling. This is the motivation behind everything that we do.

ABOUT THE HOLIDAY BIKE DRIVE

We believe that every child deserves the freedom, empowerment, and health benefits that come from riding a bike. However, the cost of purchasing a bicycle is a major barrier for many families living in underserved communities. So, every December, we answer that call with our Holiday Bike Drive, a major event that delivers a safe refurbished bicycle, a new helmet, and basic safety education to over 400 children. The Holiday Bike Drive is hosted by Legacy Emanuel and fully supported by community members, volunteers, and generous sponsors like YOU!

ABOUT THE MOMENTUM GATHERING EVENT

Because the Holiday Bike Drive is all about the kids, and therefore not open to the general public, we produce an annual special event in late fall to rally support, raise funds, and build momentum for the big day. At this community party, 150+ guests have a virtual opportunity to see, hear, and feel the impact of the Holiday Bike Drive, all while enjoying food, drink, music, and fun. One of the best perks of being a sponsor is the chance to attend this event for free!

DID YOU KNOW?

The Holiday Bike Drive started 22 years ago and has provided over 10,000 bicycles to children living in underserved communities!



22ND ANNUAL HOLIDAY BIKE DRIVE SPONSORSHIP OPPORTUNITIES

BENEFITS AT A GLANCE	TANDEM \$25,000	RECUMBENT \$15,000	COMMUTER \$10,000	FIXIE \$5,000	CRUISER \$2,500	TRIKE \$1,000
Guided onsite participatory experience at the Holiday Bike Drive (HBD) in early December	X					
Tailored messaging with photos for inclusion in sponsor-owned media	X	X				
Prominent logo placement on signage at HBD event	X	X	X			
Spotlight sponsor recognition and logo placement in pre-event digital newsletters	X	X	X			
Logo placement on signage at pre-HBD Momentum Gathering event in November	X	X	X	X		
Verbal acknowledgement of sponsorship at HBD and Momentum Gathering events	X	X	X	X		
Logo recognition on the Cycling Center's website	X	X	X	X		
Name recognition on the Cycling Center's website	X	X	X	X	X	X
Four (4) tickets to attend the pre-HBD Momentum Gathering in early November	X	X	X	X	X	X
Twitter mentions (up to 3)	X	X	X	X	X	X
Instagram featured post	X	X	X			
Facebook featured post	X	X	X			

MEDIA REACH:

Newsletter subscribers: 12,000

Facebook followers: 4,200

Twitter followers: 4,750

Instagram followers: 590






COMMUNITY CYCLING CENTER

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To explore sponsorship options, please contact:

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<http://eepurl.com/bECcBP>