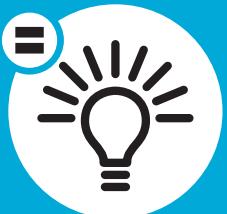




## 2015 National Bike Summit

March 10-12 | Washington, D.C.

**SPONSORSHIP  
INVITATION**



# BIKES + **STRONG PARTNERS**

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# **BIG IDEAS**



The **NATIONAL BIKE SUMMIT** is the premier bicycle advocacy event of the year. With nearly 1,000 attendees from all 50 states, the Summit **unites the voices of bicyclists on Capitol Hill and creates lasting change nationwide.**

Now in its 15th year, the Summit is more than a conference – it's a **transformative experience** where riders of diverse backgrounds come together to meet their peers, share successes and make their voices heard in the halls of Congress. Featuring cutting-edge content and our full-day **NATIONAL FORUM ON WOMEN & BICYCLING**, the Summit is one of the most visible and wide-reaching ways the League is leading the movement to create a Bicycle Friendly America for everyone.

Join us in that leadership by becoming a sponsor of the 2015 National Bike Summit today!



Above: U.S. Transportation Secretary, Anthony Foxx, speaking at the 2014 Summit. Below: U.S. Senator Elizabeth Warren with Summit delegates from Massachusetts. Photos by Brian Palmer.

# THE NATIONAL BIKE SUMMIT CREATES CHANGE, FROM THE HALLS OF CONGRESS TO YOUR COMMUNITY

Your sponsorship provides exposure to hundreds of bicycling leaders, gets more riders on the road, improves biking infrastructure and policies, and unites the voices of bicyclists to build a Bicycle Friendly America<sup>SM</sup> for everyone.

2015 National Bike Summit Sponsorship Levels				
Level	Product Placement in Summit Bag	Logo in all Summit Materials *	Complimentary Registrations	EXCLUSIVE SPONSORSHIP OF
<b>\$50,000 (1 available)</b>			5	<b>Opening Dinner</b>
<b>\$25,000 (3 available)</b>			4	<b>General Session</b> <b>TAKEN! Keynote Lunch</b> <b>VIP Reception</b>
<b>\$10,000 (5 available)</b>			3	<b>Conference venue wi-fi</b> <b>Pedi-Cabs on Capitol Hill</b> <b>Photo Booth</b> <b>Wednesday Breakfast</b> <b>Lobbying Training</b>
<b>\$5,000</b>			2	

\*Summit materials include League web site, E-news, e-mails, social media, congressional directory, sponsorship signage, and permission to use Summit Sponsor logo in your materials.

## Sponsor recognition before the event:

- » Sponsor “shout outs” via social media
  - 28,000+ Facebook fans
  - 24,000+ Twitter followers
- » Recognition in full-page sponsor “thank you” advertisement run in at least 2 issues in *American Bicyclist* magazine
  - 25,000 readers | 60% pass along rate
- » Logo / recognition on Bike League website
  - 50,000+ unique visitors per month
  - 100,000+ unique visitors during May
- » Logo / recognition in bi-weekly E-news
  - 34,000 subscribers | 35% open rate

## Sponsor recognition during the event:

- » Live Tweeting and Facebook “shout outs”
- » Logo displayed in slideshow on screens throughout the conference hotel
- » Verbal recognition of sponsors throughout presentations and workshops
- » Opportunity for Exhibit space
- » Ample signage throughout conference hotel

## A survey of 2014 Summit SPONSORS found:

- » 85% said sponsorship increased goodwill toward their brand
- » 100% were satisfied with their experience

*"We've had many dealers say they were impressed we were a sponsor."*

## A survey of 2014 Summit PARTICIPANTS found:

- » 85% rated the event as excellent or very good
- » 100% said they'd recommend the Summit to a friend

*"I'll sing the Summit's praises to anyone who will listen!"*

*"I can honestly tell people it's better than they expect."*

*"I wholeheartedly recommend the Women's Forum and am already recruiting people (not just women) to attend it next year!"*

## YES! I WANT TO SUPPORT THE 2015 NATIONAL BIKE SUMMIT!

Help the League unite the voices of bicyclists on Capitol Hill and lead the movement to create a Bicycle Friendly America<sup>SM</sup> for everyone. Contact Lili Afkhami to secure your sponsorship today!

Lili Afkhami, Director of Development

[Lili@bikeleague.org](mailto:Lili@bikeleague.org), 202-621-5455

