



## WOMEN BIKE

*Changing the face of bicycling by getting more women on bikes and participating as riders, advocates and leaders*





**Women Bike is a chain reaction**, igniting a movement to get more women on bikes in communities nationwide. As the only national advocacy campaign aimed at encouraging and empowering greater female ridership and leadership, we are changing the face of bicycling by creating pathways for women of diverse backgrounds to embrace biking as an everyday activity. In *just one year*, Women Bike has broken new ground with national events, a major report, \$25,000 in local grants, thousands of dedicated followers... and we're just getting started.

**Propel the Women Bike movement; become a 2014 Sponsor!**

## Women Bike Sponsorship Levels

Level	10% of sponsorship to Women Bike grants	Logo and link on League Website	Recognition at 2014 National Women's Bicycling Forum	Recognition in Women Bike reports, E-news and webinars	Color ads in American Bicyclist magazine	Premiere recognition as leading sponsor
<b>\$50,000</b>	✓	✓	✓	✓	✓	✓
<b>\$25,000</b>	✓	✓	✓	✓	✓	
<b>\$10,000</b>	✓	✓	✓	✓		
<b>\$5,000</b>	✓	✓	✓			
<b>\$2,500</b>	✓	✓	✓			

## \$50,000 sponsor

(Exclusive sponsorship, 1 available)

- » Sole recognition as “Premier Sponsor” of Women Bike
- » Title sponsorship of 2014 National Women’s Bicycling Forum
- » Exclusive sponsor of Women Bike ride & social event at Women’s Forum *and* Pro Walk Pro Bike gathering
- » Leading recognition at all Women Bike events, including 2014 National Women’s Bicycling Forum, Women Bike gathering at Pro Walk Pro Bike conference and 2014 Interbike
- » Named sponsor of Women Bike Grants, with \$5,000 (10%) of sponsorship going directly to model programs promoting more women riding
- » Prominent logo placement, recognition on Women Bike / League website
- » Prominent recognition in all Women Bike communications, including banner ad in all Women Bike E-news
- » 6 full-page color ads in American Bicyclist magazine (20K+ distro)
- » Customized recognition based on sponsor interests

## \$25,000 sponsor

(2 available)

- » Exclusive recognition as “Leading Sponsor” of Women Bike
- » Leading recognition at all Women Bike events, including 2014 National Women’s Bicycling Forum, Women Bike gathering at Pro Walk Pro Bike conference and 2014 Interbike
- » Speaking + exhibitor opportunity at 2014 Women’s Forum
- » \$2,500 (10%) of sponsorship goes to the Women Bike grant program
- » Prominent logo placement, recognition on Women Bike and League website
- » Recognition in all Women Bike communications, including banner ad in all Women Bike E-news
- » 3 full-page color ads in American Bicyclist magazine (20K+ distro)

Our 2013 report -- **Women on a Roll: Benchmarking Women’s Bicycling in the U.S.** -- was the first publication of its kind, compiling more than 100 data points and compelling profiles showcasing the power and potential of female bicyclists.

## \$10,000 sponsor

(3 available)

- » Recognition at all Women Bike events, including 2014 National Women’s Bicycling Forum, Women Bike gathering at Pro Walk Pro Bike conference and 2014 Interbike
- » Exhibitor opportunity at 2014 Women’s Forum
- » \$1,000 (10%) of sponsorship goes to the Women Bike Grant program
- » Logo placement and recognition on Women Bike and League website
- » Recognition in all Women Bike communications, including reports and button ad in E-news
- » 3 quarter-page color ads in American Bicyclist magazine (20K+ distro)

The **National Women’s Bicycling Forum** is the only annual national gathering focused specifically on women in bicycling. In just one year, the Forum has grown from a 2-hour panel to a full-day event with 400 participants. In 2014, Women Bike will also hold events at **Pro Walk Pro Bike & Interbike.**

## \$5,000 sponsor

- » Recognition as Women Bike sponsor of 2014 National Women's Bicycling Forum and at 2014 Interbike
- » \$500 (10%) of sponsorship goes to Women Bike Grants program
- » Logo placement and recognition on Women Bike, League website
- » Recognition in all Women Bike communications, including reports and button ad in E-news

## \$2,500 sponsor

- » Recognition as sponsor of 2014 National Women's Bicycling Forum
- » \$250 (10%) of sponsorship goes directly to Women Bike Grants
- » Logo placement and recognition on Women Bike, League website
- » Recognition in Women Bike communications, including reports and E-news

## Yes! We support Women Bike!

We are committed to growing the bike industry and building the movement by encouraging and empowering more women to ride. Please contact Lili Afkhami to *become a sponsor*.

**Lili Afkhami**

**Development Officer**

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



2012 Pro Walk Pro Bike Women Bike event

**Your sponsorship will position your company as a leader** in the effort to get more women on bikes, and provide exposure to thousands of bicyclists -- and potential bicyclists -- across the country. As a supporter of Women Bike, your brand will be recognized by top advocates, retailers, media outlets and industry leaders as a vanguard for dramatically expanding bicycling in the United States.

**Learn more at [www.bikeleague.org/womenbike](http://www.bikeleague.org/womenbike)**

