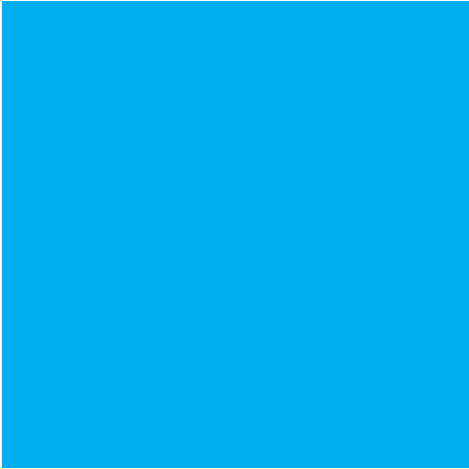




pedalfest

SATURDAY, JULY 22, 2017
11 AM - 6 PM



pedalfest

STATISTICS & REACH

100 Community Partners, Vendors, & Performers

96 Bike East Bay Member Signups

135 Volunteers

135 Bikes Registered

650 Bikes Parked

2,300 Beers Sold

25,000 Happy Pedalfest Participants

MEDIA COVERAGE

KTVU Fox2

KRON 4

ABC 7

CBS

San Francisco Chronicle

San Jose Mercury

East Bay Times

San Francisco Bay Crossings

Oakland Magazine

Marin Magazine

East Bay Express

and more...

SOCIAL MEDIA

Instagram: Over 2,000 #PedalFest hashtags used

Facebook reach: Multiple posts over 7K

Twitter: Top Tweet 2,904 impressions



pedalfest

Greetings!

Jack London Square and Bike East Bay are excited to announce a date for our 7th annual Pedalfest: Saturday, July 22, 2017 from 11am - 6pm. Held on the waterfront at Jack London Square, Pedalfest is an energetic, fun-filled celebration of the bicycle. This community event attracts recreational riders, seasoned cyclists, families and overall fun seekers.

Pedalfest 2017 anticipates another highly successful year with 25,000 attendees expected. Visitors will enjoy an incredible day of fun and excitement filled with pedal powered food and entertainment, dare-devil stunts, a colorful bicycle parade for kids, bike safety training and the most amazing collection of bicycles to be seen, including vintage rides, hand-built art bikes, electric hybrids, and even sea-worthy amphibious bikes.

All funds raised for Pedalfest support the event and benefit Bike East Bay, a local non-profit organization promoting healthy sustainable communities by making bicycling safe, fun and accessible.






































We invite you to join us as a sponsor for Pedalfest 2017. By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and strong promotional efforts, enabling you to reach an important segment of your target audience. In addition, the popularity of Pedalfest and the unique combination of programming garners an impressive amount of publicity with local television stations, print, online media and social media avenues.

There are four levels of sponsorships, as detailed in the enclosed sponsorship commitment form. Bike East Bay looks forward to your support and thanks you for making a difference in our community.



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2017 SPONSORSHIP LEVELS

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
MEDIA OUTREACH				
Top billing as Presenting Sponsor				
Highlighted in all Pedalfest media correspondence				
Inclusion in social media messaging				
Highlighted in Pedalfest press release				
Logo in eNewsletter to 11,000 Bike East Bay followers				
Featured in event day media coverage				
Dedicated Facebook post				
PROMOTIONAL MATERIALS				
Company logo on event t-shirts				
Company logo on Pedalfest posters and postcards				
Company logo on event website				
PEDALFEST EVENT PRESENTATION				
10' x 10' booth space	4	4	2	1
Company logo on event banners				
Listed as sponsor on event signage				
Company logo on electronic marquee presentation				
Stage announcements				
Product sampling to event attendees				
Company branded stage and program opportunities				

YES, I want to participate in Pedalfest! Sponsorship level: PLATINUM \$10,000 GOLD \$5,000 SILVER \$2,500 BRONZE \$1,000

Name _____

Business/ Organization _____

Address _____

Phone Number _____

Email Address _____

Documents can be mailed to:
 Bike East Bay, Attn: Dave Mann, PO Box 1736, Oakland, CA 94604
 dave.mann@bikeeastbay.org, 510.845.7433 x 1007
Please make checks payable to: Bike East Bay

To get the most out of your Sponsorship, be sure to commit by **May 31**. This will enable us to ensure your business or organization receives the most exposure through Pedalfest's marketing efforts.