



January 15, 2010

**Re: Brand Your Event as Green with Valet Bike Parking**

Dear Sir or Madam:

The Marin County Bicycle Coalition's *Valet Bike Parking* service is an incredible value when you look at it. First of all, it's a badge of honor in eco-friendly Marin, to offer *Valet Bike Parking* at your event. Second, people arriving by bicycle get right into your event, avoiding the hassle of looking for parking and walking great distances. But it's MCBC's promotion of our Full Service events that is worth the price of admission alone!

MCBC prints 2,500 *Valet Bike Parking* schedules, which list all the calendar year's Full Service events. This schedule is handed out at every event MCBC puts on and attends, and is sent to every new and renewing MCBC member. We also promote events with Full Service *Valet Bike Parking* on our website ([www.marinbike.org](http://www.marinbike.org)), in our summer *Pedal Press* newsletter, in weekly emails to over 4,000 Bay Area cyclists, and with our new social media tools, including Facebook and Twitter.

This letter contains information on our Full Service options and Rack Rentals. If you chose one of our Full Service options, MCBC will provide all the staff and equipment to set-up, run and break-down bike parking at your event.

Also enclosed are Event Information and Service Requirements forms to be completed and ***returned to MCBC by Friday, March 19, 2010***, so we may add your event to our annual schedule.

**SERVICE FEES**

Full Service Large events: \$450 per day  
Events expecting 70+ bikes – requiring our truck-towed bike rack system

Full Service Small events: \$250 per day  
Events expecting up to 70 bikes – 5 racks provided.

Bike Rack rental: \$200 per event (\$100 for schools and non-profits)  
Five racks (enough to park 70 bikes), tickets, and tape. Corral equipment may also be included as part of rental if available.

**Large and Small event fees** include the provision of bike parking equipment and staffing to maintain continuous on-site valets for the duration of the bike parking time period.

**Rack rentals** only include the delivery and pick-up of rented racks at your event site. MCBC will unload our equipment and re-load it post-event, but you are responsible for set-up and complete break-down for your event. Rental may also include use of other bike parking corral equipment (fencing, posts, sign cadres, etc.) stored in our trailer on a first-come, first-served basis if MCBC has no event conflicts.

**Damage or Replacement:** Damage to any rack will result in a charge of \$50 per rack for repairs. Destroyed or missing racks will result in a \$240 charge for full replacement. Charges will appear on your post-event invoice.

We look forward to providing our green service at your event and helping you promote environmentally healthy habits to all event attendees. Please review the enclosed materials carefully and submit your bike parking service request **to MCBC by Friday, March 19**, to be included in our promotions of your event.

Sincerely,

A handwritten signature in black ink that reads "Kim Baenisch". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Kim Baenisch  
Executive Director



## Bike Parking Event Information - 2010

The Marin County Bicycle Coalition (MCBC) is happy to work with you to provide bike parking at your event. Please help us understand what your needs are by filling out the blanks in the following list.

### EVENT DETAILS

Event name: \_\_\_\_\_

Location: \_\_\_\_\_  
\_\_\_\_\_

Website: \_\_\_\_\_

Date: \_\_\_\_\_

Event start time: \_\_\_\_\_

Event end time: \_\_\_\_\_

Bike parking start time: \_\_\_\_\_

Bike parking end time: \_\_\_\_\_

Total participants expected: \_\_\_\_\_

Bikes expected: \_\_\_\_\_

For Rack Rental only: number of racks (14 bikes per rack): \_\_\_\_\_

Service Selection:

Small event \$250/day \_\_\_\_\_ Large event \$450/day \_\_\_\_\_ Rack Rental \$200/\$100 \_\_\_\_\_

### CONTACT INFORMATION

Event Coordinator name, phone and email: \_\_\_\_\_

Site contact name and day-of-event cell phone: \_\_\_\_\_

Name of entity to be billed: \_\_\_\_\_

Billing address: <email or mail address>  
\_\_\_\_\_  
\_\_\_\_\_



## Bike Parking Service Requirements - 2010

MCBC requests your cooperation in providing the following items to ensure that your bike parking service is fully utilized by your event attendees.

- ✓ Requests for Valet Bike Parking need to be made at least 30 days prior to the event date.
- ✓ For Small and Large event service requests only, the MCBC logo should be included on all event promotional materials with a statement similar to “Secure bike parking will be provided by the Marin County Bicycle Coalition.”
- ✓ Our Valet Bike Parking should be located at the event entry to provide the most visible and convenient parking for cyclists.
- ✓ Our Valet Bike Parking location should be shown on your event map to facilitate its use by your event attendees.
- ✓ All events require event passes for staff bathroom access.
- ✓ Damage to any rack will result in a charge of ***\$50 per rack for repairs.***
- ✓ Destroyed or missing racks will result in a ***\$240 charge for full replacement.***
- ✓ Full payment is due to MCBC no later than two weeks following your event; MCBC will submit an invoice for the amount due.

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If you are interested in MCBC's Valet Bike Parking service based on your completed Event Information and the requirements above, please sign below and return the two documents to MCBC ***by Friday, March 19, 2010.***

- fax - 415-456-9344, or
- mail - MCBC, PO Box 1115, Fairfax, CA 94978

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**YES!!** I want the Marin County Bicycle Coalition's *Valet Bike Parking* service to make my event environmentally friendly and easier to get to, and therefore agree to their requirements and service fees, as my signature below indicates.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

