



Experience MCBC

2019 Community Partner Opportunities

We want you on our team!

Our Impact

The Marin County Bicycle Coalition (MCBC) is working to make cycling fun, safe and accessible.

Since 1998, MCBC has worked hand-in-hand with government agencies, neighborhood and special interest groups, local businesses and other nonprofit organizations.

The results of our work can be experienced throughout Marin County via protected pathways, smoother roads, expanded off-road riding opportunities and community cycling events.



Our Reach

- 2,500 annual supporters and we reach 10,000 bicyclists monthly
- 80% of members have annual household incomes over \$100,000, 45% earn over \$200,000
- 60% of members are between the ages of 45 and 64
- 60% of members ride a bike 2-5 times a week

Our Members

MCBC encompasses a diverse community of people who share the belief that bicycles make our lives better. They know that bikes make us healthier and happier, and contribute to a better Marin. MCBC members include a wide range of new and experienced road cyclists, mountain bikers, casual riders, commuters, bike advocates, and even pedestrians.

Our Business Partners

MCBC works closely with Marin County businesses that believe in our mission and seek exposure to our members and supporters. We collaborate with businesses from all sectors in a variety of ways to create customized Partnership packages that suit individual business objectives. As a non-profit organization working to educate, build and advocate for Marin's diverse cycling community, we do our best to provide valuable marketing opportunities for our business partners.

The following pages contain complete information about MCBC Signature Events and Partnership Levels.

MCBC Signature Annual Events

Engage with key MCBC Member segments

MCBC Signature Events promote education, safety, a healthy lifestyle and the joy of being on a bicycle. Over 10,000 people attended MCBC events in 2018! We accomplished this with the help of 750 volunteers who donated over 2,500 hours of service. MCBC's events are 100% supported through sponsorship and ticket sales.

Biketoberfest: Northern California's Premier Cycling Festival (Community)

- 5,000 targeted cycling festival attendees. with 1,000 bikes parked!
- 60 bicycle exhibitors including manufacturers, accessory and apparel makers, bike shops, demo fleets and service providers
- Family friendly event, with incredible live music and group road and mountain rides
- 35 beers from 20 of the best west coast brewers

MCBC's annual celebration of the bicycle draws over 5,000 people from throughout the greater Bay Area to see amazing bicycles, participate in group rides, join the cargo bike jubilee and sample Northern California's best beers. Premiere exhibitors showcase the latest bicycles and accessories, and live music fills the air all day long. Your business can be represented front and center with banners, speaker mentions, 10x10 (or larger) footprints, and digital and printed material that will include your logo placement in promotions leading up to the event.

Bike to Work Day (Transportation)

- 5,000 cyclists visiting 15 energizer stations throughout Marin
- 750 goodie filled musette bags given out with YOUR LOGO!
- Five superstations offer direct engagement with hundreds of bicyclists

Bike to Work Day celebrates cycling for transportation - encouraging people to ride to work, to school and to local errands. On Bike to Work Day, we'll place you in the center of the stream of bicyclists by participating at our Energizer Stations. MCBC creates a party atmosphere, while you promote engage with new customers.

MCBC Dirt Fondo - (Mountain Biking)

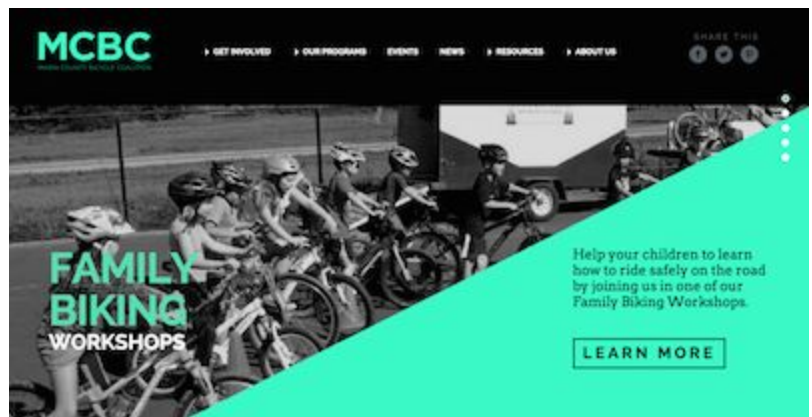
- 500 mountain bikers participate in an off-road endurance ride in the birthplace of the sport
- Your company logo appears on special ride t-shirt, water bottle, number plate, and on all printed and electronic promotion materials
- Host a rest stop out on course or set-up a tent at the post-ride BBQ to engage with riders

MCBC takes the popular Gran Fondo ride concept off-road, hosting the first Dirt Fondo in the nation! This high-visibility event sell out weeks in advance, while garnering rave reviews from participants and sponsors. Challenging routes, world-class views, great rest stop support, post-ride BBQ and unique t-shirts (only available to riders) make this ride the premier off-road event in the birthplace of mountain biking! Imagine your business logo on the coveted event t-shirt and number plate.

Digital Opportunities

MCBC Bulletin

In the spring, a feature article will be distributed to the entire MCBC Bulletin readership, approximately 5,000 members and subscribers. The article will highlight the featured Partner's mission/business, their support to MCBC, and will include a timely message to the MCBC cycling community.



The article will include a link to the Partner's profile page via Marinbike.org and can be shared via web and social media. This creates prime exposure for Gold, Silver and Titanium level Partners.

MCBC Partner Profile Page

For Gold, Silver and Titanium level Partners, a single dedicated page on Marinbike.org featuring the Partner and their relationship to Marin's cycling culture which can be shared digitally and can include your business logo, supplied photos image and a message or organization profile article

Social Media Partner Spotlight Posts

Targeted posts through MCBC social media channels driving traffic to the Partner's profile page, website and social media. Crafted messages can reflect Partner's timely events or general mission within the confines of social media limitations. This creates top-of-mind identity for Gold, Silver and Titanium level Partners.

Logo Profile on MCBC Website

Partner's logo and website accessible to all MCBC website visitors. For Gold, Silver and Titanium Partners, this will include a link to their Profile page.

Sponsorship Levels

Gold Partnership

\$10,000 Level

Gold Partners receive the highest exposure to MCBC's following, including 12,000 event attendees and 5,000 members and subscribers. These key Partners also gain further exposure through business profiles at Marinbike.org and monthly social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Sponsor of all three MCBC Signature events
- Partner Profile Feature published through MCBC Bulletin in the Spring
- Expanded Profile Page on MCBC website
- Monthly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

\$10,000 Partnership reaches an estimated 12,000 event-attendees and cyclists.

Receive the following for MCBC's Signature Events:

- Logo on posters and other collateral material
- Direct email bulletins to members and cycling subscribers
- Booth and banner on-site at events

Silver Partnership

\$7,500 Level

Silver Partners connect to 7,000 event attendees and 5,000 MCBC members and subscribers. These Partners also gain further exposure through expanded profiles at Marinbike.org, and quarterly social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Sponsor of two MCBC Signature events and one campaign
- Expanded Profile Page on MCBC website
- Quarterly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

The \$7,500 Partnership reaches an estimated 7,000 event attendees and cyclists.

Receive the following for MCBC's Signature Events:

- Logo on posters and other collateral material
- Direct email bulletins to members and cycling subscribers
- Booth and banner on-site at events

Titanium Partnership

\$5,000 Level

Titanium Partners connect to 5,00 event attendees and 5,000 MCBC members and subscribers. These Partners also gain further exposure through expanded profiles at Marinbike.org and two social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Sponsor of one MCBC Signature event as premiere sponsor
- Expanded Profile Page on MCBC website
- Twice Annually Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

The \$5,000 Partnership reaches an estimated 5,000 event attendees and cyclists.

Receive the following for MCBC's events:

- Logo on all collateral material
- Logo on MCBC website
- Booth and banner on-site at event

Bronze Partnership

\$2,500 Level

Bronze Partners connect to 1,200 event attendees and 5,000 MCBC members and subscribers. These Partners also gain further exposure with their logo/links on the MCBC Partner page.

- Supporting sponsor of one MCBC Signature event
- Logo profile on MCBC website

The \$2,500 Partnership reaches an estimated 1,200 event attendees and cyclists.

Receive the following for MCBC's one events:

- Logo on all collateral material
- Logo on MCBC website
- Booth and banner on-site at event