

MCBC 2021 Partnership

2021 Community Partner Opportunities - MCBC is on the move in 2021!

We are looking to partner with sponsors who share MCBC's values and want cycling in Marin to be fun, safe, and accessible. Since the start of the pandemic, more people have been turning to bicycles for health, fitness and peace of mind in these challenging times. Visitation to our parks has doubled and Marin's bike shops have seen sales increase by 300%, including many first-time purchases from moms, dads and kids discovering the joys of biking!



MCBC will be expanding our Partnership Program in 2021 by adding new sponsorship opportunities.

We will be

- offering new programs and initiatives
- expanding our social media presence
- increasing our educational outreach
- growing trail stewards mentorship
- adding an ambassador program
- dedicating new advocacy resources to build on the bike boom!



How does your organization fit in?

We can partner on an event, you could advertise in the MCBC e-News, and champion an outreach or educational program. Let's talk and we will custom tailor an opportunity that will benefit both of our organizations!

If you ride in Marin County, you experience MCBC

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

Since 1998, MCBC has worked hand-in-hand with government agencies, neighborhoods, 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 engaging cycling events.

Our Reach

Email newsletter reaches 11,000 bicyclists 4 times a month with an open rate of 70+%

2,500 annual supporters

80% of members annual household income is over \$200k

65% of members are aged 45-64

60% of members ride 2 -5 times per 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 Main. 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. Let's talk about how we can create an individualized package that works for you.

What We Do Our Impact

MCBC Events promote education, safety, a healthy lifestyle and the joy of being on a bicycle. Over 10,000 people attended MCBC bike rides and festivals in 2019! Our 2020 virtual events were very popular with over 5,000 participants.

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.



Sponsorship Opportunities

Engage with key MCBC Member segments

May is Bike Month, With Bike to Wherever Day on May 21

MCBC's annual promotion of the bicycle as a means of transportation for trips to work, school or for local errands will run the entire month of May, with do it yourself activities, online training. It's also part of a larger spring bicycle awareness campaign. We'll place you in the center of the stream of bicyclists by promoting your bike-friendly business or services and providing a platform to engage with the growing bicycle community. E-bikes, gravel commuters, kids riding for exercise and fun-MCBC creates a party atmosphere and puts you in the spotlight!

- 5,000 cyclists participate in Bike to Work Month
- 750 goodie filled musette bags given out at bike shops and cafes with your business logo
- Logo on all digital promotional materials
- 100,000+ impressions through social media, email and poster distributed throughout the Bay Area

Our Beloved Dirt Fondo is now Four Events!

3 virtual rides May-July and August in-person finale!

MCBC's 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 and family-friendly routes that appeal to mountain bikers and gravel riders, world-class views, great support and unique branded swag (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 souvenirs! This year we will have monthly Do-it-yourself rides in May, June and July, with an in-person finale in August. Each event will have a different route highlighting the best off-road cycling Marin has to offer with a unique graphic for each ride.

- Engagement with 500 mountain bikers at the event (including host of a rest stop and presence at post-ride BBQ)
- Your logo on branded swag (route maps, bandanas, water bottles and t-shirts)
- Your logo on special ride jersey
- Direct authentic engagement with event participants (video message, special offer, hosted challenge)
- 100,000+ impressions through social media, email and poster distributed throughout the Bay Area



Biketoberfest October 9th

Northern California's Premier Bicycling Festival

Northern California's Premier Bicycling Festival 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.

- 5,000 targeted cycling festival attendees
- 1,000 parked bikes
- 25 bicycle exhibitors (manufactures, accessory and apparel makers, bike shops, demo fleets, and service providers.
- Family friendly event
- Live music
- 4 Group rides
- 10 West Coast Breweries serving 20 beers.
- Your logo appears on digital promotional materials
- 100,000+ impressions through social media, email and poster distributed throughout the Bay Area



Be seen by MCBC's Highly-engaged Audience

MCBC e-News

Where Marin cyclists get their biking news

Sponsors will be featured in the MCBC e-News. The newsletter is distributed to the entire MCBC e-News 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 on Marinbike.org and can be shared via web and social media.

MCBC Partner Profile Page

Introduce your business to the cycling community

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, and a message or organizational profile article.

Social Media Partner Spotlight Posts

Let our followers know you support cycling in Marin

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.

Logo Profile on MCBC Website

Our visitors will know you are our partner

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.

New Programs and Initiatives!

Get creative with us and build your brand with an affinity towards these community-serving endeavours

Point Reyes National Seashore Expanded Access Initiative

The jewel of West Marin, Point Reyes National Seashore is an amazing opportunity for mountain biking, gravel riding, bike touring and bike packing as well as road bike riding. But many of the routes lead to dead ends, and many cyclists are not familiar with what the park has to offer. And through a recent General Management Plan Amendment, there is a framework to add new routes, close gaps and improve connections in the park. With your support we will promote self guided and in-person rides and create beautiful video content highlighting all the Seashore has to offer.

Ride With Us

20 informal bicycle rides targeted at getting new cyclists and families on bikes and using our pathways, bike lanes, bridges, tunnels and trails. And new activities including bicycle scavenger hunts, training videos and online classes.

MCBC Trail Stewards

We will train, equip, and deploy a leadership corps of trail stewards to care for Marin's trails and natural habitat, while also recruiting and educating young mountain bikers (and others) to join the effort. MCBC will recruit and train volunteers in trail building and maintenance techniques as well as risk management and Covid-19 safety protocols.

PLATNUM

Partnership

Platinum Partnership \$10,000 Level

Platinum 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 and links on the MCBC Partner page.



Platinum Partnership Benefits

- Sponsor of four MCBC events
- Partner Profile Feature published in MCBC e-News
- Expanded Profile Page on MCBC website
- Monthly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

Event Benefits Include:

- Logo on posters, registration page, e-blasts, and our website
- Direct email bulletins to members and subscribers
- Booth at events
- Direct, authentic engagement with event participants



"Each May, we are thrilled to meet members of the Marin cycling community on Bike to Work Day and distribute for free pant leg straps, bike tire repair kits, and other items."

- Dolan Law



"Mike's Bikes' mission is to "get more people on bikes." They recognize the importance of local advocacy organizations like MCBC in working toward that mission."

- Mike's Bikes

TITANIUM

Partnership

Titanium Partnership \$7,500 Level

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.



Titanium Partnership Benefits

- Sponsor of three MCBC events
- Expanded Profile Page on MCBC website
- Quarterly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

Event Benefits Include:

- Logo on posters, registration page, e-blasts, and our website
- Direct email bulletins to members and subscribers
- Booth at events
- Direct, authentic engagement with event participants



"We support advocacy organizations like the Marin County Bike Coalition to help advocate for infrastructure, change policy, educate and inspire cyclists, and provide a community for all kinds of bike riders."

- The New Wheel

GOLD

Partnership

Gold Partnership \$5,000 Level

Gold Partners connect to 5,000 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.



Gold Partnership Benefits

- Sponsor of two MCBC events
- Expanded Profile Page on MCBC website
- Bi-annual Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

Event Benefits Include:

- Logo on posters, registration page, e-blasts, and our website
- Direct email bulletins to members and subscribers
- Booth at events
- Direct, authentic engagement with event participants



SILVER

Partnership

Silver Partnership \$2,500 Level

Silver 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.



Silver Partnership Benefits

- Sponsor of one MCBC events
- Logo on MCBC website with a link to your site

Event Benefits at one MCBC Event

- Logo on all collateral
- Booth at events
- Logo on MCBC website



"We have access to some of the best road, mountain, and gravel riding right out our door. And that is all the more reason for us to continue to support the efforts of MCBC.."

- Chris Reed, Studio Velo