

# MCBC 2023 Partnership

## 2023 Community Partner Opportunities – MCBC is on the move in 2023!

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 2023 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
- expanding a women-only road bike event in West Marin
- reimagining trail access on Mt. Tam!



### 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,  
you experience MCBC**

## **Audience**

MCBC's audience is exceptional in its spending power and engagement with our brand. Here are some of the highlights of the audience you would have access to through sponsorship

### **Total audience: 22,000+**

\$1 Million - \$2.5 Million 2,452 (11.0%)

\$2.5 Million - \$5 Million 2,317 (10.4%)

\$5 Million - \$10 Million 1,518 (6.8%)

\$10 Million - \$20 Million 811 (3.6%)

\$20 Million+ 326 (1.5%)

Total NET WORTH \$1M+ 7,424 (33.3%)

Average open rate of MCBC ride event emails 90%+

### **Email Subscribers: 11,288**

Email Engagement: 43% highly engaged

20% moderately engaged

## **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 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 engaged with MCBC events in 2022 and the Jane Fondo, Dirt Fondo, Adventure Revival and Biketoberfest all SOLD OUT!



## Sponsorship Opportunities

Engage with key MCBC Member segments

### Cory's Ride

Started in 2020 in memory of Cory Leonoudakis, Cory's Ride is an education program that makes the health and mobility benefits of riding a bike a basic right, not just a privilege, for youth in our county. Coming from Marin's more under-resourced communities, students selected for the program must complete bike safety education classes with MCBC instructors and participate in group rides for one year, at which point they get to keep the bicycles, helmets, and other equipment that was provided to them. The program focuses on 5 life lessons: experience the joy of bike riding, learn leadership skills, take responsibility, live a healthy lifestyle, and build friendships.

- Engagement, presence, branding, and recognition at a Cory's Ride event (attended by some of the highest net worth donors in Marin)
- Individualized marketing opportunities (i.e. Cory's Ride to your business, with kids touring your site or workplace)
- Social media mentions and impressions
- Your logo on branded swag and on Cory's Ride landing page
- Recognition at annual movie screening
- High donor bike ride and lunch
- Annual student leadership retreat



## Reimagine Mt. Tam

We have a once in a lifetime opportunity to advance a more inclusive trail system on the Mt. Tam Watershed while stewarding the land for future generations. This incredible resource, right in our backyard, has 22,000 acres of land, and hundreds of miles of existing roads and trails. However, off-road cycling is currently restricted to the watershed fire roads.

The time has come to have a more inclusive approach and make more trails on Mt. Tam available to off-road bikers. It's an uphill battle with challenges ahead, and we need you on our team. With your support we will advocate for a bike-friendly Watershed Recreation Plan with new loops, better connectivity and single-track experiences for people on bikes.

- Engagement at watershed activities
- Social media mentions and impressions
- Your logo on initiative materials and promotion
- Join organized group rides on Mt. Tam



## New Program! E-Bike Smart Marin

MCBC is launching a brand new program focused on bringing the mobility and environmental benefits of electric powered bicycles to all members of our community while ensuring safe riding practices. In addition to developing and implementing a teen safety and education curriculum, we will also be offering classes for older adults that allow them to safely enjoy the mobility and community benefits of e-bike transportation. We will be conducting outreach to inform families and communities about the expanded commuting capabilities and low environmental impact of modern e-bikes, and hosting test rides for community members, elected officials, and agency staff to offer first hand experience to help promote the benefits and possibilities of electric bikes.

- Engagement and recognition at senior e-bike rides
- Engagement and recognition at teen e-bike classes
- Individualized marketing opportunities
- Social media mentions and impressions
- Your logo on program materials and promotion



## MCBC Local Advocacy Teams

Starting in the summer of 2022, MCBC has been helping train and organize community members across the county to form city- and town-based groups to push for better bike infrastructure. We view our role as helping demystify the workings of local government for fledgling biketivists, leading trainings and providing the hand-holding they need to understand how to pull the levers of government. By fostering this grass-roots organizing, MCBC can multiply the power of its small staff and help our members join in the fight for change. Your logo can be displayed on the main local team page on the website, letting users know the role your organization plays in helping support this important work.

- Engagement, presence, branding, and recognition across all Teams
- Social media mentions and impressions
- Your logo on program materials and promotion
- Local Teams annual conference



## Jane Fondo – Saturday, March 11

### A Women-Only Ride hosted by The Olema House

Building off the success of year one, MCBC is hosting a Women-Only fondo event highlighting the great riding in West Marin and celebrating the amazing food, libations and rustic hospitality of the North Bay. With route options of 25, 40 and 75-miles, the event will cater to most capabilities, and all routes will include amazing scenery and great course support. The event is hosted by Olema House Resort near Point Reyes National Seashore and rest stops will feature a mix of artisan treats from local producers. Upon returning to Olema House, riders will be greeted by smiling faces, a gourmet lunch, a variety of libations (including local wines), and live music on the resort green.



- Engagement with 200 riders at the event  
(including host of a rest stop and presence at post-ride expo)
- 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 & poster distributed throughout the Bay Area

## Bike to Work Day – Thursday, May 18

MCBC's annual promotion of the bicycle as a means of transportation for trips to work, school or for local errands returns to its traditional format of in-person energizer stations strategically located through Marin. 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 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

# MCBC Events

## Dirt Fondo – Saturday, July 22

With in-person training rides in May & June.

MCBC's takes the popular Gran Fondo ride concept off-road, hosting the first Dirt Fondo in the nation! This high-visibility event sells 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!



- 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



# MCBC Events

## Biketoberfest October 14th

### 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
- 40 bicycle exhibitors (manufactures, accessory and apparel makers, bike shops, demo fleets, and service providers.
- Family friendly event
- Live music
- 4 Group rides
- 20 West Coast Breweries serving 35 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 over 10,000 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.

### 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](http://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 \$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](http://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](http://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 \$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*



Let us know if MCBC can count on your support in 2023 with a partnership that meets your marketing needs.

Contact Tom Boss at [tom@marinbike.org](mailto:tom@marinbike.org) to schedule a meeting.