

MCBC is on the move in 2024!

2024 Community Partner Opportunities

EXPERIENCE
25 MCBC
YEARS MARIN COUNTY BICYCLE COALITION



2024 Community
Partner
Opportunities

Marin County Bicycle Coalition encompasses a diverse community of people who share the belief that bicycles make our lives better and contribute to a healthier, happier Marin.

We are looking to partner with sponsors who share MCBC's vision of making cycling in Marin a fun, safe, and accessible experience.

What We Do - Our Impact

2024 Will See

New programs and initiatives

Expanded social media presence

New protected bike lanes and pathways

More kids on bikes for growth, unity, and FUN through Cory's Ride

Re-imagined trail access on Mt. Tamalpais

An inclusive women's road bike event in West Marin

Increased educational outreach and trail stewards mentorship

An expanded Partnership Program and event sponsorship opportunities

Why Get Involved?

Since the pandemic, more people have turned to bicycles for health, fitness and transportation, including many first-time moms, dads and kids. We are working to build on that momentum and expand the bicycle community, will you join us?

As a non-profit organization working to educate, build, and advocate for Marin's cycling community, your support will go towards the betterment of cycling in Marin, as well as providing a direct channel to an audience of over 10,000 annual contributors.

Goodwill

Sponsorship of the MCBC and its programs fosters goodwill among its members and the tens of thousands of cyclists who ride in Marin on a daily basis.

Our Audience

10,000 strong with an average 50+% open rate, our community includes a wide range of new and experienced road cyclists, mountain bikers, casual riders, commuters, bike advocates, and even pedestrians.

MCBC Members Have Spending Power...

33.1% of MCBC members have a net worth of over \$1m

MCBC Audience by the Numbers:

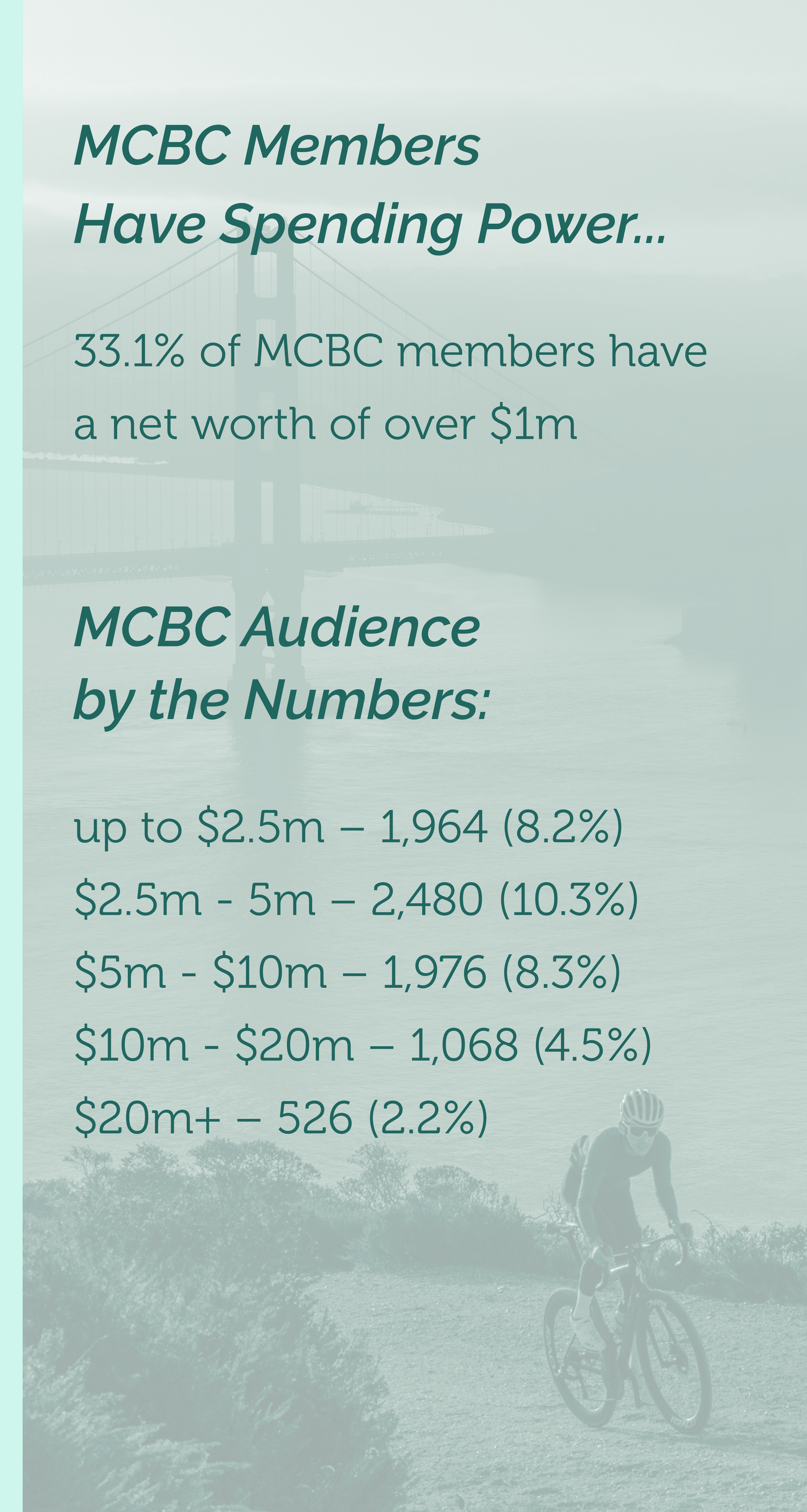
up to \$2.5m – 1,964 (8.2%)

\$2.5m - 5m – 2,480 (10.3%)

\$5m - \$10m – 1,976 (8.3%)

\$10m - \$20m – 1,068 (4.5%)

\$20m+ – 526 (2.2%)





2024 Community
Partner
Opportunities

Sponsorship Partners

MCBC works closely with Marin businesses and bicycle industry sponsors that share our mission to advocate for more people on bikes, improved bicycle infrastructure, trail access and safety.

Over 10,000 people engaged with MCBC at sold out events in 2023

2024 Benefits Include

- Logo Profile on MCBC Website (Gold level and above)

- Branding and Naming Opportunities Across all MCBC Events

- Targeted social media and Partner spotlight posts on MCBC channels

- Dedicated Partner page with logo and links on MCBC website and MCBC e-News (Gold level and above)

- Feature in the MCBC e-Newsletter distributed to 10,000+ members and subscribers

- Access to MCBC's affluent audience of over 10,000

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.

Other Benefits Include

Logo and Profile on MCBC Website

Gold, and Titanium and Platinum Partners receive a logo on the MCBC Partner page with link to the Partner’s profile on MCBC website, and link to Partner’s website.

MCBC e-News Feature

Sponsors receive a spotlight feature in the MCBC e-News, a newsletter distributed to the entire MCBC e-News readership of over 10,000 members and subscribers. Feature includes Partner logo and link to their profile page on marinbike.org. Our Email newsletter has an average open rate of 50+%.

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.

Engagement and Activation

Our team will work with you make your sponsorship investment deliver extraordinary value. Directly speak to and engage with our members at events, group rides, classes and other fun activities.



2024 Community
Partner
Opportunities



Platinum Level – \$10,000

Platinum Partners receive the highest exposure to MCBC's following, including 10,000 event attendees, 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

- Title sponsor for 4 MCBC events (Jane Fondo, Bike to Work Day, Dirt Fondo or Biketoberfest)

- 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

- Logo on event t-shirts and other printed collateral

Event Benefits Include

- Logo on posters, registration page, e-blasts, and MCBC website

- Direct email bulletins to members and subscribers

- Direct, authentic engagement with event participants

- Event booth

PLATINUM

Partnership



Titanium Level – \$7,500

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

Titanium Partnership Benefits

- Co-Title sponsor for 3 MCBC events (Jane Fondo, Bike to Work Day, Dirt Fondo or Biketoberfest)
- Business Profile Page on MCBC website
- Quarterly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website
- Logo on event t-shirts and other printed collateral

Event Benefits Include

- Logo on posters, registration page, e-blasts, and MCBC website
- Direct email bulletins to members and subscribers
- Direct, authentic engagement with event participants
- Event booth

TITANIUM

Partnership



Gold Level – \$5,000

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

Presenting sponsor for 2 MCBC events (Jane Fondo, Bike to Work Day, Dirt Fondo or Biketoberfest)

Business Profile Page on MCBC website

Bi-annual Social Media Partner Spotlight Posts

Logo on MCBC website

Logo on event t-shirts and other printed collateral

Event Benefits Include

Logo on posters, registration page, e-blasts, and our website

Direct email bulletins to members and subscribers

Direct, authentic engagement with event participants

Event booth

GOLD

Partnership



Silver Level – \$2,500

Silver Partners connect to 5,000 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

Co-sponsor of 1 MCBC event (Jane Fondo, Bike to Work Day, Dirt Fondo or Biketoberfest)

Event Benefits Include

Logo on collateral

Logo on MCBC website

Event booth

SILVER

Partnership





MCBC Events



Bike to Work Day – Thursday, May 16

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 throughout 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 as you host an energizer station. E-bikes, gravel commuters, kids riding for exercise and fun-MCBC creates a party atmosphere and puts you in the spotlight!

Over 5,000 cyclists participate in Bike Month!

Specific benefits beyond those previously mentioned...

Logo on 500 canvas goodie bags distributed at energizer stations across the county.

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.

Jane Fondo – Saturday, April 27

A Women-Only Ride with 200 participants, hosted by The Olema House!

Building off the success of year one, MCBC is hosting a women's 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 24 Miles, 38 Miles or 70 Miles near Point Reyes National Seashore, Jane Fondo will cater to most abilities, and all routes display amazing scenery and include great course support with rest stops featuring a mix of artisan treats from local producers.

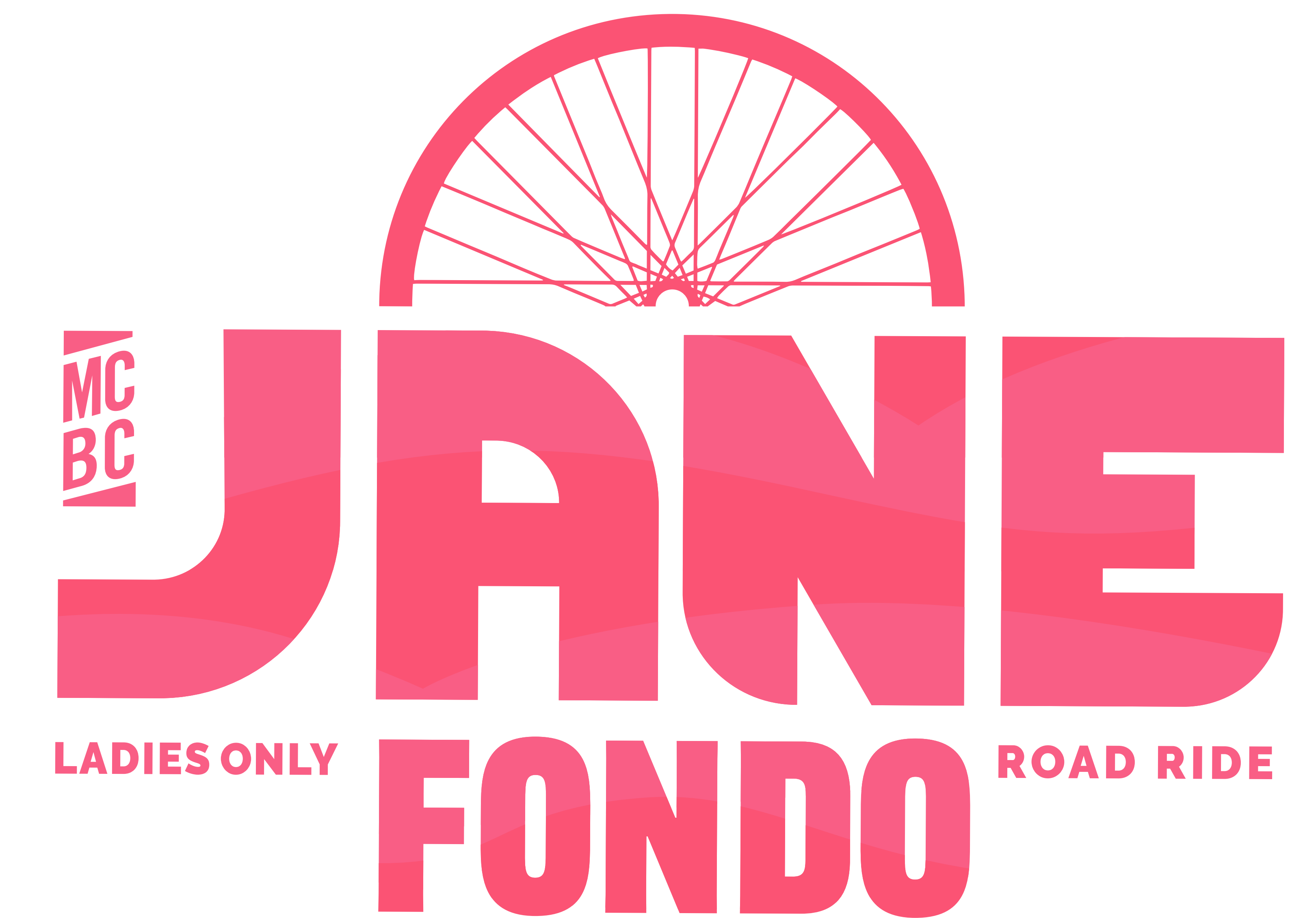
Upon returning to Olema House, riders will be greeted by smiling faces, a gourmet lunch, a variety of libations, including local wines, and live music on the resort green.

A Women-Only Ride with 200 participants.

Specific benefits beyond those previously mentioned...

Logo on branded materials and ride t-shirt

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.



MCBC Events





MCBC Events



Dirt Fondo – Saturday, July 20

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 and gets rave reviews from participants and sponsors.

The challenging and family-friendly routes appeal to mountain bikers and gravel riders and offer world-class views, great support and unique event merchandise (only available to riders)

The Premier off-road event in the birthplace of mountain biking

Specific benefits beyond those previously mentioned...

Logo on branded materials and ride t-shirt

Dirt Fondo entry includes in-person training rides in May & June

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.

Biketoberfest – Saturday, October 12

Northern California's Premier Bicycling Festival, MCBC's annual celebration of the bicycle draws over 5,000 people from throughout the greater Bay Area and features a premiere exhibitors showcase including the latest bicycles & accessories, complemented by a soundtrack of live music and Northern California's best beers.

20 West Coast Breweries

40 bicycle exhibitors include manufacturers, accessory and apparel companies, bike shops and service providers

Family friendly event with live music

Four group rides for 5,000 festival attendees

1,000 parked bikes

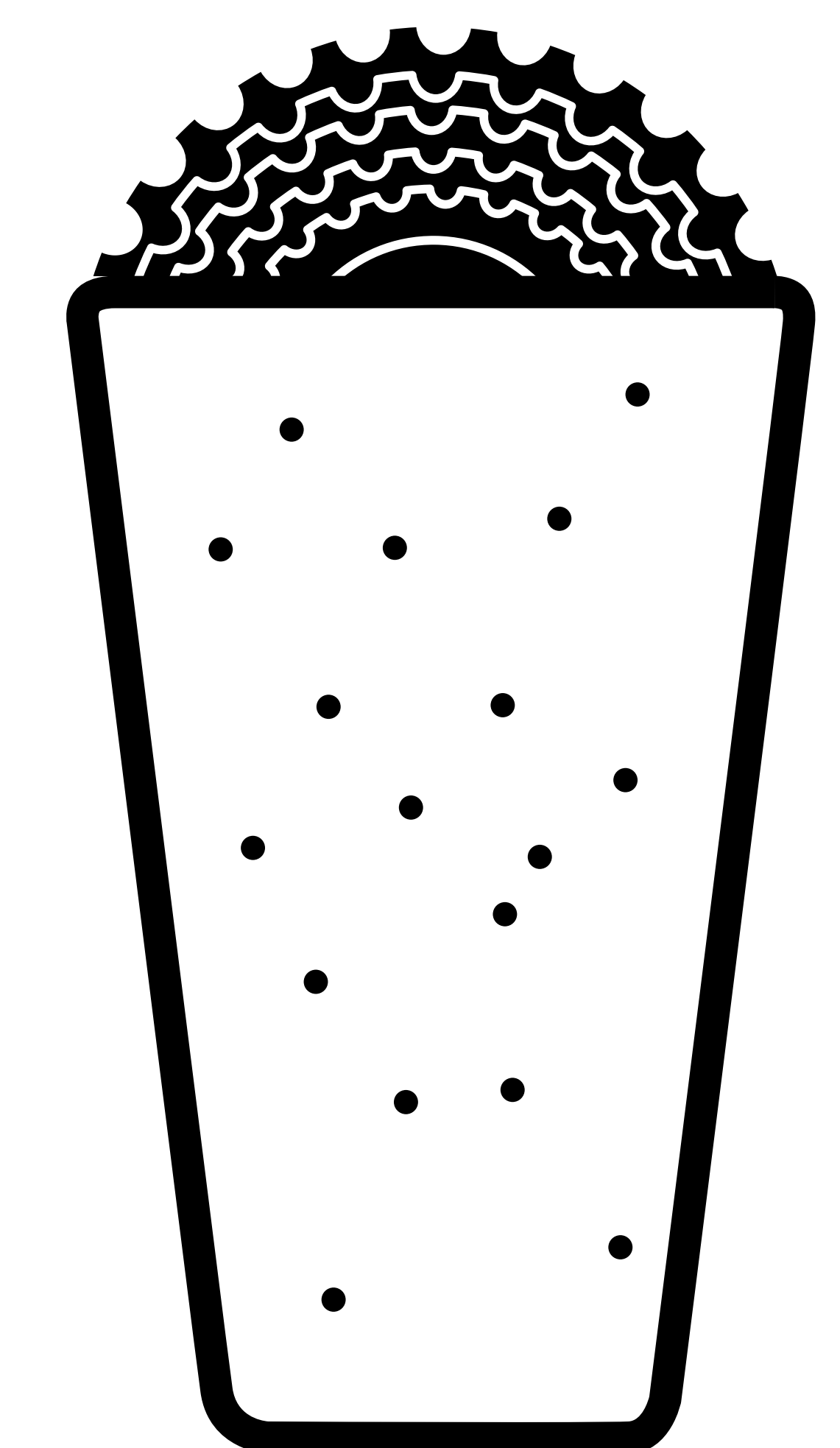
Northern California's Premier Bicycling Festival

Specific benefits include

Biketoberfest Partners are represented with banners, speaker mentions,

10x10 exhibitor booth at a prominent location of your choice, and digital and printed material with logo in promotions leading up to the event.

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.



**BIKE
TOBERFEST**

MCBC Events



Re-imagine Mt. Tam

Mt Tamalpais is an incredible resource, right in our backyard. It encompasses 22,000 acres laced with hundreds of miles of fire roads and trails. Along with many others, the MCBC feels it is time to make more of the trails on Mt. Tamalpais available to off-road bikers, who are among its largest user-groups.

The Birthplace of Mountain Biking

We need you on our team as we advocate for a more realistic, bike-friendly Watershed Recreation Plan with new loops, better connectivity and single-track experiences for people on bikes.

Please join us in our efforts to open more of the mountain to bikes and steward the land for future generations.

Specific benefits beyond those previously mentioned...

Join organized group rides on Mt. Tam

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.

E-Bike Smart Marin

MCBC launched E-Bike Smart Marin in 2023, this program is focused on bringing the mobility and environmental benefits of electric 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 resources specific to older classes for adults to help them to safely enjoy the mobility and community benefits of e-bike transportation.

MCBC 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 e-bikes.

Specific benefits include

- Engagement and recognition at senior e-bike rides

- Teen safety - E-bike education classes for teens

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.



MCBC E-Bike





MCBC Local Advocacy Teams

Since the summer of 2022, MCBC has been helping train and organize community members across the county to form city and town-based groups to champion better infrastructure for bikes. The MCBC works to help demystify the workings of local government for fledgling bike activists, leads training and offers guidance in understanding how to pull the levers of government.

By fostering this grassroots effort, the MCBC can multiply the power of its small staff as we help our members join in the fight for change.



On the Ground in Every Community

Specific benefits beyond those previously mentioned...

Logo on local team pages and website (in addition to profile page on MCBC site)

Local Teams annual conference sponsorship and naming opportunities

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.



Access to biking for diverse communities: Cory's Ride

Cory's Ride is an educational program directed towards Marin's more under-resourced communities, to highlight the health and mobility benefits of riding a bike.

At MCBC, we feel that bike ownership should be a and to a basic right, not just a privilege, for youth in our county. Cory's ride selects students to 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.

Specific benefits beyond those previously mentioned...

Engagement, presence, branding, and recognition at a Cory's Ride event (attended by some of the highest net worth donors in Marin)

Recognition at annual movie screening

Donor bike ride and lunch

Contact Director of Good Times Tom Boss at tom@marinbike.org or 415-272-2756 for more details.



EXPERIENCE MCBC









