

>> >> SPONSORSHIP OPPORTUNITIES

As a Bicycle Colorado sponsor, you'll showcase your brand while demonstrating your commitment to healthy communities, and expanded access to safe biking and walking.



>> >> PROGRAM OFFERINGS

Bicycle Colorado offers sponsorship opportunities across a range of programs—including **advocacy**, **education**, **bike event support**, and **fundraisers**—with investment levels available for digital and print platforms, as well as in-person events.

PARTNERSHIP SNAPSHOT

- > Most sponsorship opportunities promote your brand for 12 months.
- > Investments range from \$1,000 - \$15,000 per sponsorship opportunity.
- > Bundle sponsorships for discounted pricing.

Bicycle Colorado's Audience Reach

>> Members

10,000+

>> Email

Bicycle Colorado eNews: 20,000 subscribers, monthly frequency

Average Open Rate: 45%+

>> Website

300,000+ annual views

>> Social Media

Bicycle Colorado Social: 11,000 Facebook followers, 5,000 Instagram followers, 2,000 X followers

Advocacy | Education | Bike Event Support | Fundraisers



ADVOCACY: *We advocate for laws, policies, and infrastructure that prioritize bicyclist and pedestrian safety.*

EXAMPLES OF WHAT YOUR SPONSORSHIP SUPPORTS:

- > Passing bike- and pedestrian-friendly laws at Safe Streets at the Capitol Lobby Day.
- > Helping high school students learn about and engage in policy advocacy.
- > Hosting virtual public meetings with bicyclist and safe streets advocates across Colorado.

EXAMPLES OF HOW YOUR BRAND COULD BE PROMOTED:

- > Logo on the advocacy section of Bicycle Colorado's digital newsletters.
- > Logo on Bicycle Colorado's website.
- > Logo on all digital and physical assets associated with Safe Streets at the Capitol Lobby Day.

EDUCATION: *We provide programs such as Learn to Ride and SHIFT Driving™ that provide people the knowledge and skills to safely use roads, bike lanes, and paths.*

EXAMPLES OF WHAT YOUR SPONSORSHIP SUPPORTS:

- > Providing scholarships to increase access to Learn to Ride for kids and adults.
- > Expanding access to our online driver training certification course, SHIFT Driving™.

EXAMPLES OF HOW YOUR BRAND COULD BE PROMOTED:

- > Logo on Bicycle Colorado's education van.
- > Logo on Bicycle Colorado's website.
- > Logo on the SHIFT Driving™ course and collateral.



EVENTS: *We provide, and promotion services to support the success of over 400 Colorado bike events.*

EXAMPLES OF WHAT YOUR SPONSORSHIP SUPPORTS:

- > Helping race directors with permitting and advocating government agencies to support bike events.
- > Promoting bike events across Colorado to increase rider participation.

EXAMPLES OF HOW YOUR BRAND COULD BE PROMOTED:

- > Logo on the Bike Event Support newsletters and collateral.
- > Logo on Bike Events web page and our popular event calendar.



BENEFIT EVENT: *We host VeloSwap, Colorado's largest bike expo, attracting over 2,500 attendees and over 300 local and national vendors.*

EXAMPLES OF WHAT YOUR SPONSORSHIP SUPPORTS:

- > Cover operating costs so that event revenue can be invested in advancing Bicycle Colorado's mission.

EXAMPLES OF HOW YOUR BRAND COULD BE PROMOTED:

- > Logo on event advertising and collateral.
- > Logo on the event website.
- > Logo and recognition at the event.



ANNUAL FUNDRAISER: *Gear Up! is Bicycle Colorado's largest fundraising event of the year, attended by approximately 250 people.*

EXAMPLES OF WHAT YOUR SPONSORSHIP SUPPORTS:

- > Cover operating costs so that event revenue can be invested in advancing Bicycle Colorado's mission.

EXAMPLES OF HOW YOUR BRAND COULD BE PROMOTED:

- > Logo on the event invitation, event advertising, and collateral.
- > Logo on the event website.
- > Logo and recognition at the event.



>> >> WHO WE ARE

Established in 1992 and supported by over 10,000 members, Bicycle Colorado is a nonprofit that advocates for safe biking and walking for people of all ages and abilities in Colorado.



Our Vision

We envision a Colorado where all people and communities benefit from safe and accessible bicycling.

Core Belief

We believe that people of all ages and abilities, no matter where they are in Colorado, have the right to bike, walk, and roll without fear for their safety.

Communities where it's safe to bike and walk have:

- > Stronger physical and mental health outcomes
- > Lower greenhouse gas emissions
- > More resilient economies

To realize these benefits, we must address a growing safety crisis:

- > 20 bicyclists and 133 pedestrians lost their lives in Colorado in 2023, a record high. This is up from 3 bicyclist and 62 pedestrian fatalities in 2003.
- > 60% of people said they would bike or bike more often if they felt safe.

>> >> WHAT WE DO



ADVOCACY

We secure funding to build biking and walking infrastructure and pass laws and policies that protect bicyclists and pedestrians.



EDUCATION

We teach people how to ride and equip people with the knowledge and skills to use roads, bike lanes, and paths safely.

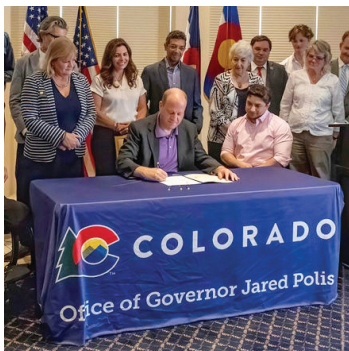


EVENTS

We provide advocacy, riding clinics, operations, and promotion services to support the success of over 300 Colorado bike events.

>> >> MAJOR ACHIEVEMENTS

- > Passed Distracted Driving Law
- > Passed Safe Routes to School Law
- > Passed Electric Bike Subsidies
- > Passed 3 Feet to Pass Law
- > Passed Safety Stop Law
- > Passed Bike Lane Law
- > Passed Vulnerable User Law
- > Secured Funding for Infrastructure
- > Educated 100,000+ in Learn to Ride



>> >> LEARN MORE

Contact us to learn more about Bicycle Colorado and helping us expand access to safe biking and walking in Colorado for people of all ages and abilities.

Deborah Armstrong

Director of Membership & Development
720-465-5785 | Deborah@bicyclecolorado.org