



# Community Bikeshare Sponsorship Overview

## Why sponsor?

- Optimize you brand
- Encourage connectivity and wellness!

## How does it work?

- Mobility at the touch of a button
- Bluetooth locking
- Only \$25 for an annual membership!

**“The process was super simple, the bikes were great, and our family fully enjoyed biking around Corvallis!” – Rider, 2017**

## What members say:

- **62%** say bikeshare has increased their physical activity
- **92%** say bikeshare is a good community investment (2017 Survey)



Members have taken over 4,000 trips!



### BIKING

Bike share gets more people onto bikes. 16% of riders wouldn't have taken their trip if bike share wasn't available.



### BUSINESS

Bike share increases the spending of residents and visitors, positively impacting local business.



### HEALTH

Biking just 30 minutes a day can reduce the risk of heart disease by 82% and the risk of diabetes by up to 58%.



### TRANSIT

Bike share reduces traffic, makes transit connections easier and reduces congestion along busy routes.



### PLANET

Biking helps the planet and the city. Bikers arrive happier than people stuck in traffic and each trip is carbon free.



## IMPRESSIONS

EACH BIKE  
GENERATES:

**5800**

IMPRESSIONS/TRIP

**1.16 M**

IMPRESSIONS/YEAR

EACH STATION  
GENERATES:

**8.7 M**

IMPRESSIONS/YEAR

A 10 BIKE STATION  
GENERATES:

**20.3 M**

IMPRESSIONS/YEAR

OUR MOBILE APP  
GENERATES:

**75000**

IMPRESSIONS/YEAR

## CONTACT

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# Marketing Assets

## 1 BIKE BRANDING

**\$1,500 for 1 year**

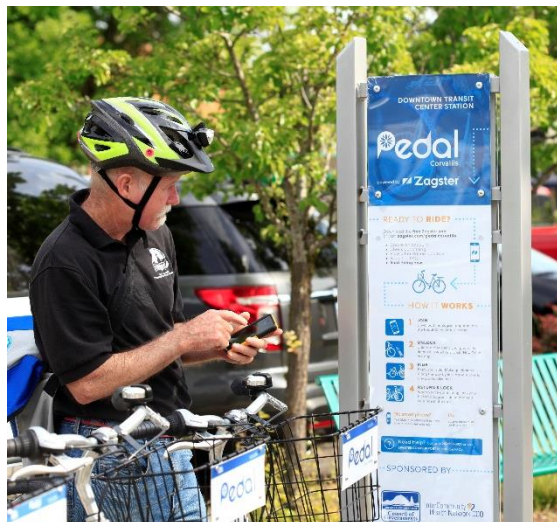
- Your branding on the **basket!**
- Brand inclusion on **marketing materials** and **website**
- 5 free **membership passes** with a 2-bike investment



## 3 PEDAL PROMOTER

**\$250 for 1 year**

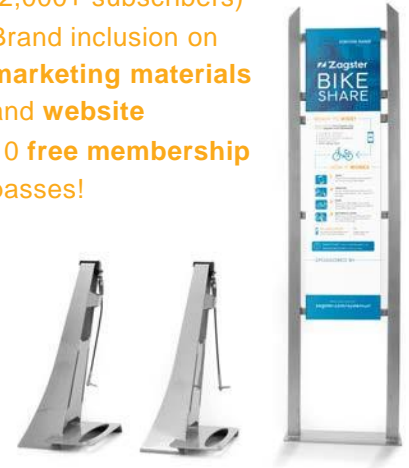
- Brand inclusion on **marketing materials** and **website**



## 2 STATION BRANDING

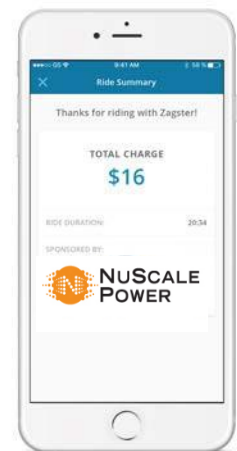
**\$7,000 for 2 years** (existing stations)  
**\$7,000 for 1 year** (choose your site!)

- Station **naming rights**
- Brand inclusion on **station sign**
- Brand inclusion on **5 bike baskets**
- Inclusion in **local e-marketing** (2,000+ subscribers)
- Brand inclusion on **marketing materials** and **website**
- 10 free **membership passes!**



## 4 DIGITAL BRANDING

With the Zagster mobile app, sponsor branding appears at the end of each ride!



SIGN UP, SEE A MAP, AND MORE AT: [WWW.OCWCOG.ORG/PEDAL](http://WWW.OCWCOG.ORG/PEDAL)