



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 8,000 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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Council of Governments
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Marketing Assets

1 BIKE BRANDING

\$1,500 for 1 year

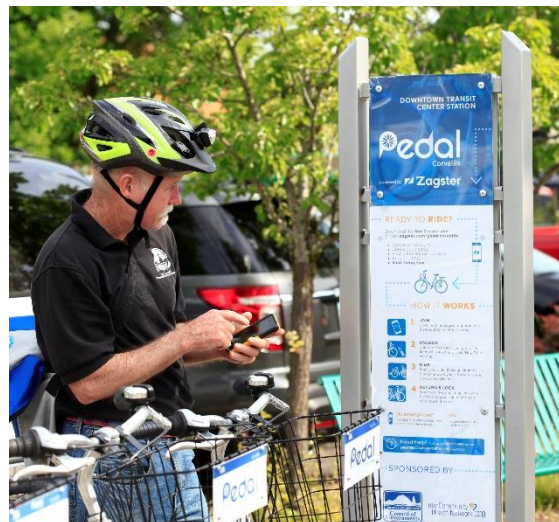
- Your branding on the **basket!**
- Brand inclusion on **marketing materials** and **website**
- 5 free **membership passes** with a 2-bike investment



3 PEDAL PROMOTER

\$250 for 1 year

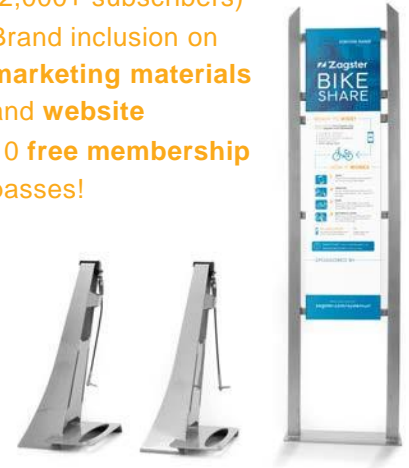
- Brand inclusion on **marketing materials** and **website**



2 STATION BRANDING

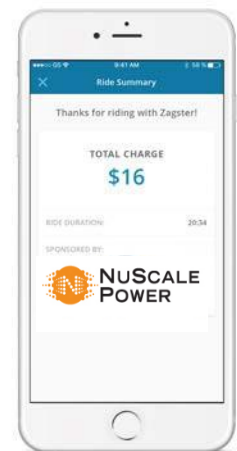
\$7,000 for 2 years (existing stations)
\$7,000 for 1 year (choose your site!)

- 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!**



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