



**THE LEAGUE**  
OF AMERICAN BICYCLISTS

**WASHINGTON, DC**

*\* March 3-5, 2014 \**

# UNITED SPOKES

MOVING BEYOND GRIDLOCK

**» SPONSORSHIP INVITATION**

**THE NATIONAL BIKE SUMMIT** is the premier event for bicycle dealers, businesses and advocates. Growing each year since its inception in 2000, the Summit is on track to reach 1,000 attendees in 2014.



From meetings with Senators and Representatives on Capitol Hill to discussions with cycling leaders across the country, your sponsorship of the Summit **BRINGS YOUR COMPANY RECOGNITION -- and provides direct impact in your communities.**



## THE NATIONAL BIKE SUMMIT CREATES CHANGE, FROM THE HALLS OF CONGRESS TO YOUR COMMUNITY

» Your sponsorship provides exposure to national bicycling leaders, gets more bicyclists on the road, improves biking infrastructure and policies, and unites the voices of bicyclists on Capitol Hill to build a Bicycle Friendly America<sup>SM</sup>

### National Bike Summit Sponsorship Levels

Level	Product Placement in Summit Bag	Logo in all Summit Materials*	Exhibit Space	Complimentary Registrations	Exclusive Sponsorship of
<b>\$50,000</b> (1 available)				<b>5</b>	<b>Opening Dinner</b>
<b>\$25,000</b> (2 available)				<b>4</b>	<b>General Session / Keynote Lunch</b>
<b>\$10,000</b>				<b>3</b>	<b>VIP Reception, Pedi-Cab, Congressional Reception</b>
<b>\$5,000</b>				<b>2</b>	
<b>\$2,500</b>				<b>1</b>	

\* Including League web site, emails, social media, congressional directory, sponsorship signage, and permission to use Summit Sponsor logo in your materials.

## According to a survey of 2013 Summit Sponsors:

- 2/3 said sponsorship increased brand recognition
- 84% said sponsorship helped build new relationships
- 100% said a reason they sponsored was to give back to the community

*"We've had many dealers say they were impressed we were a sponsor."*

*-Ken Fagut, Dabon*

## According to a survey of 2013 Summit Participants:

- More than 60% of attendees were first-time participants
- 98% of participants said they would recommend the Summit to a friend
- Only 4% said they didn't plan to attend the 2014 Summit

*"[The Summit] was one of the highlights of my year; learning to be a part of the political process... going from meeting to meeting and actually being a part of a group fighting for change."*

*"Not long after I was heading out of the city, I received an email from Congressman Jim Gerlach's staff person. She said 'Just wanted to let you know that my boss agreed to sign that letter to DOT.' One of our asks for the Congressman was to sign this letter — and he did. In my first trip to D.C., I was part of a win for bicycling."*

## Yes! I want to support the 2014 National Bike Summit!

Help the League unite the voices of bicyclists on Capitol Hill to build momentum and create a Bicycle Friendly America<sup>SM</sup>. Contact Lili Afkhami to secure your sponsorship today!

Lili Afkhami, Development Officer

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[www.bikeleague.org/summit](http://www.bikeleague.org/summit)

