



2016 National Bike Summit & Women's Forum

March 7-9 | Washington, D.C.

SPONSORSHIP INVITATION

TOGETHER ★ WE LEAD ★

2016 NATIONAL BIKE SUMMIT & WOMEN'S FORUM

MARCH 7-9, 2016





The **NATIONAL BIKE SUMMIT & WOMEN'S FORUM** is the premier bicycle advocacy event of the year. With nearly 700 attendees from all 50 states, the Summit **unites the voices of bicyclists on Capitol Hill and creates lasting change nationwide.**

Now in its 16th year, the Summit is more than a conference – it's a **transformative experience** where riders of diverse backgrounds come together to meet their peers, share successes and make their voices heard in the halls of Congress. Featuring cutting-edge content, the Summit is one of the most visible and wide-reaching ways the League is leading the movement to create a bicycle-friendly America for everyone.

Join us by becoming a sponsor of the 2016 National Bike Summit & Women's Forum today!



Above: U.S. Transportation Secretary, Anthony Foxx, speaking at the 2014 Summit. Below: U.S. Senator Elizabeth Warren with Summit delegates from Massachusetts. Photos by Brian Palmer.

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

Your sponsorship provides exposure to hundreds of bicycling leaders, gets more riders on the road, improves biking infrastructure and policies, and unites the voices of bicyclists to build a bicycle-friendly America for everyone.

2016 National Bike Summit & Women's Forum Sponsorship Levels

Level	Product Placement in Summit Bag	Logo in all Summit Materials *	Complimentary Registrations	EXCLUSIVE SPONSORSHIP OF
\$50,000			5	Opening Dinner + Keynote Lunch
\$25,000			4	General Session, VIP Reception
\$10,000			3	Wi-fi, Pedi-Cab, Photo Booth, Breakfast
\$5,000			2	
\$2,500			1	

*Summit materials include League web site, E-news, e-mails, social media, congressional directory, sponsorship signage, and permission to use Summit Sponsor logo in your materials.

Sponsor recognition before the event:

- » Sponsor “shout outs” via social media
32,000+ Facebook fans
28,000+ Twitter followers
- » Recognition in full-page sponsor “thank you” advertisement run in at least 2 issues of *American Bicyclist* magazine
25,000 readers | 60% pass along rate
- » Logo / recognition on Bike League website
50,000+ unique visitors per month
100,000+ unique visitors during May
- » Logo / recognition in bi-weekly E-news
35,000 subscribers | 35% open rate
- » Guest blog post on League website and in E-news

Sponsor recognition during the event:

- » Live Tweeting and Facebook “shout outs”
- » Logo displayed in slideshow on screens throughout the conference hotel
- » Verbal recognition of sponsors throughout presentations and workshops
- » Opportunity for Exhibit space
- » Ample signage throughout conference hotel

A survey of 2015 Summit SPONSORS found:

» 100% said it helped them build new relationships

» 86% said it helped build their brand

"I think people respond to meeting the people behind a brand."

A survey of 2015 Summit PARTICIPANTS found:

» 95% said they'd recommend the Summit to a friend

"I would recommend the event for my industry as it's a great opportunity to learn how to bridge the gap between advocates, data collectors and government agencies."

YES! I WANT TO SUPPORT THE 2016 NATIONAL BIKE SUMMIT & WOMEN'S FORUM!

Help the League unite the voices of bicyclists on Capitol Hill and lead the movement to create a bicycle-friendly America for everyone. Contact Caron Whitaker to secure your sponsorship today!

Alison Dewey, National Bike Summit Director

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