



# WOMEN BIKE SPONSORSHIP INVITATION

*Changing the face of bicycling by getting more women on bikes and participating as riders, advocates and leaders*



**Women Bike is a chain reaction**, igniting a movement to get more women on bikes in communities nationwide. As the only national advocacy campaign aimed at encouraging and empowering greater female ridership and leadership, we are changing the face of bicycling by creating pathways for women of diverse backgrounds to embrace biking as an everyday activity.

In just two years, Women Bike has broken new ground with national events, a major report, \$28,000 in local grants, and thousands of dedicated followers.

Our 2013 report, *Women on a Roll: Benchmarking Women's Bicycling in the U.S.*, was the first of its kind, compiling more than 100 data points and compelling profiles showcasing the power and potential of female bicyclists.

The *National Forum on Women & Bicycling* is the only annual national gathering focused specifically on women in bicycling. Since 2012, the Forum has grown from a 2-hour panel to a full-day event with 400 participants.

**...and we're just getting started!**

**Propel the Women Bike movement; become a 2015 Sponsor!**



**YOUR SPONSORSHIP will position your company as a LEADER in the effort to get more women on bikes, and provide exposure to thousands of bicyclists – and potential bicyclists – across the U.S. As a supporter of Women Bike, your brand will be recognized by advocates, retailers, media outlets and industry leaders as a vanguard for DRAMATICALLY EXPANDING BICYCLING.**

| Women Bike Sponsorship Levels |                                  |                                 |                                    |  |   |  |
|-------------------------------|----------------------------------|---------------------------------|------------------------------------|--|---|--|
| Level                         | Sponsorship of Women Bike grants | Logo and link on League website | Recognition at 2015 National Forum | Recognition in Women Bike communications | Color ads in <i>American Bicyclist</i> magazine | Premier recognition as leading sponsor |
| \$50,000                      |                                  |                                 |                                    |  |   |  |
| \$25,000                      |                                  |                                 |                                    |  |   |  |
| \$10,000                      |                                  |                                 |                                    |  |   |  |
| \$5,000                       |                                  |                                 |                                    |  |   |  |
| \$2,500                       |                                  |                                 |                                    |  |   |  |

- » All sponsors are recognized at the National Forum on Women & Bicycling, the premier women’s cycling advocacy event of the year

» All sponsors are recognized on the League’s website, in the Women Bike E-news (3,800 subscribers) and through Women Bike social media (5,600 Facebook followers, 4,200 on Twitter)

» All sponsors’ dollars support the Women Bike grant program, which funds model programs to increase female ridership
- » Top sponsors recognized on Women Bike publications, including 2015 Women Bike Retail Report, advocacy toolkits and webinars

» Top sponsors recognized with ads in the League’s national magazine, *American Bicyclist* (25,000 readers | 60% pass along rate)

» Top sponsors recognized in League-wide communications, including E-news (35,000 subscribers) and social media (28,000 Facebook followers, 24,000 on Twitter)



# Yes! We support Women Bike!

We are committed to growing the bike movement by encouraging and empowering more women to participate as advocates, riders and leaders.

Please contact Lili Afkhami to become a sponsor.

Director of Development

[lili@bikeleague.org](mailto:lili@bikeleague.org), (202) 621-5455



Photo credits: (Cover from left) Lili Afkhami, Kristen Smith, Lisa Beth Anderson, Maggie Smith, Leslie Bloom; (Page 1) Heather Mayes; (Page 2) Maureen McGinnis