



CORPORATE MEMBERSHIP & BUSINESS SUPPORT

Align your business with the **movement** for **better biking** and **stronger** **communities.**

Businesses like yours play many important roles in building a Bicycle Friendly America.

You might encourage your employees and patrons to bike. Perhaps you make products that make biking easy and exciting. Or maybe you work with local governments to make the entire community safer for cycling—and more appealing to the most energetic and creative employees.

Every business can help build a Bicycle Friendly America—by supporting the League of American Bicyclists. Your brand will be recognized as an agent of change among our engaged and dedicated audience of bicycling enthusiasts, local advocates, club leaders, elected officials and Summit attendees across the nation. **Invest in the League today!**



WHAT IS THE LEAGUE?

We are a 501(c)3 nonprofit organization with a wide following across the country. We work with federal policymakers and decision-makers at all levels to improve bicycling. We connect regularly with thousands of highly-invested advocates and hundreds of cycling organizations.

No matter where you direct your support, we put every dollar to good use improving American lives and health outcomes. Corporate Membership is a great way to align with our engaged and dedicated member base.

LEAGUE MEMBERS ARE...



**Influential decision-makers
& consumers.**



15,000+

Individual and
family members

1,000+
Bicycle advocacy
organizations & clubs



**Leaders & members of American
communities and businesses.**

200+

Bicycle Friendly
Universities



500+

Bicycle Friendly
Communities

1,400+

Bicycle Friendly **Businesses**



**A dedicated & engaged
online following.**



200K
Subscribers
to E-news and
Action Alerts
Emails

44K
Facebook

5K
Instagram

41K
Twitter

19,000+

Online Advocacy Action Takers



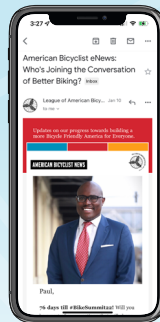
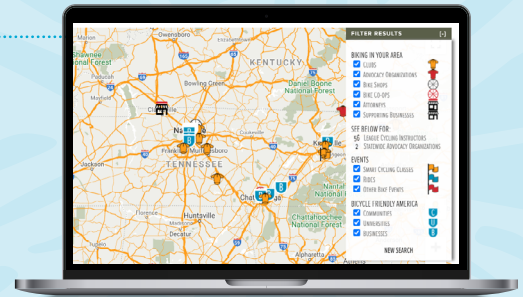
AS A CORPORATE MEMBER

you'll propel powerful advocacy work and increase your brand recognition among the most engaged individual bicyclists and decision-makers in the country, including:

- ✓ The League's **quarterly magazine**, *American Bicyclist*, delivered to all 20,000 League members and to each Member of Congress.



- ✓ Our **Connect Locally map**, which provides a dynamic online portal to search for bicycle-friendly groups, businesses and events by state, city or ZIP.



- ✓ Our **bi-weekly E-news**, sent to more than 150,000 subscribers nationwide.



- ✓ **League Member window decal** & use of League Member logo

BENEFIT TIERS



| | Recognition on League Website | Logo Placement in E-newsletter | Ads in <i>American Bicyclist</i> Magazine* |
|-------------------------------------|-------------------------------|--------------------------------|--|
| CHAMPION \$100,000+ | Logo w/Link | 12 Logos per yr. | Full Page Ads |
| ELITE \$25,000+ | Logo w/Link | 12 Logos per yr.. | Full Page Ads |
| BREAKAWAY \$10,000+ | Logo w/Link | 8 Logos per yr. | Half-Page Ads |
| SPRINTER \$5,000+ | Logo w/Link | 5 Logos per yr. | Quarter-Page Ads |
| CLIMBER \$2,500+ | Logo w/Link | 3 Logos per yr. | Quarter-Page Ads |
| PELOTON \$1,000+ | Logo w/Link | 2 Logos per yr. | — |
| LOCAL HERO \$500 | Logo w/Link | — | — |
| SUPPORTING BUSINESS \$250 | Text Link Only | — | — |

ALL TIERS RECEIVE:

- ✓ Complimentary *Bicycle Friendly Business* application
- ✓ League Member window decal & use of League Member logo
- ✓ Listing on *Connect Locally* interactive national directory



CHAMPION SUPPORTERS:

- A League staff leader speaks at your company's corporate function
- Title sponsorship of a program or event
- Customized promotional package
- Targeted outreach by the League

Join Us



CONTACT

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JOIN ONLINE

bikeleague.org/join

*3-4 issues per year at 20k copies, delivered nationwide