

THE BIKE WORKS 2023 SPONSORSHIP PACKAGE



BIKE WORKS PROMOTES THE BICYCLE AS A VEHICLE FOR CHANGE TO EMPOWER YOUTH AND BUILD RESILIENT COMMUNITIES.

2023 marks the third year of our Strategic Plan for 2021-2025, which prioritizes racial equity to fulfill our mission. We believe that systemic oppression continues to create barriers that limit access and result in unequal outcomes for Black, Indigenous, and People of Color. We believe we have a responsibility to address these inequities and uphold our values as an antiracist organization while we continue to expand access to bicycles, skill-building, employment, and leadership opportunities in our community.

In addition to our bicycle access and education programming, our plans for the coming year include:

- Annual Bikecitement! celebration and fundraising event on April 30th, 2023 (350 attendees);
- Vibrant and engaging quarterly group community rides (75-200 attendees per ride);
- “Bicycle Stories” events with personal and systemic topics addressing what it takes to build a truly inclusive cycling community (50 – 100 attendees);
- Paid apprenticeship opportunities for youth in all departments at Bike Works;
- Individual and group volunteer opportunities, which power our bike giveaways;
- Community partnerships that leverage important work in our community;
- Our 2nd Sponsor Equity Cohort, an honest and challenging community of learning.

We invite you to partner with Bike Works as a sponsor. Your commitment will power another 25 years of social justice, youth and adult development, and community resilience.

WE INVITE SPONSORS TO DISCOVER A SIGNIFICANT INVESTMENT LEVEL FOR YOU

\$50,000 *Sponsorship*

\$50,000 could help us grow our capacity and provide meaningful employment by adding an additional part-time position on staff.

\$25,000 *Sponsorship*

\$25,000 could support free bike repair services all summer long for community members in Southeast Seattle with the BikeMobile.

\$10,000 *Sponsorship*

\$10,000 could support one cohort of youth apprentices gaining valuable work experience and earning a paycheck at Bike Works.

\$5,000 *Sponsorship*

\$5,000 could support one cohort of our BIPOC Leadership Cohort, facilitating reflection and conversation about race and social justice for high school students of color while learning mechanics and riding bikes.

\$2,500 *Sponsorship*

\$2,500 could provide five scholarships for our Earn-a-Bike course. Youth hone their bike mechanic skills while working on two bikes: one to take home and one to give away.

\$1,000 *Sponsorship*

\$1,000 could provide a bike, a helmet, a lock, and lights for 4 people who cannot afford a bike of their own through our Bikes-for-All program, providing healthy, reliable, sustainable mobility.

As a sponsor, you will help underwrite the costs of our community-building, youth and adult programming, sliding scale pay what you can services, as well as empowering our staff towards livable wages. You will also align your brand with Bike Works seven values: bicycling, youth, community, education, access, environment, and social justice and will enjoy visibility in our communications to more than 3,500 community members in event mailings, emails, on social media, on event materials and on our website.

SPONSORSHIP BENEFITS	
Tickets to Bikecitement! on 4/30/23 (value of \$150 each)	5
Visibility on Bike Works' Bikecitement! page (2,500 views annually)	Logo
Recognition in event materials, including invitations, printed programs, posters, and event emails throughout the year (dist. 4,000+)	Logo
In-event digital advertisement at Bikecitement! (dist. 500+)	1 full-screen ad displayed at 10-second intervals
Event slide recognition at virtual events (dist. 500+)	Logo
Acknowledgement in Bike Works' e-newsletter (dist. 7,000+)	Logo
Social Media Shoutouts on Facebook & Instagram (over 8,900 combined followers)	Company Tagged
Opportunity to join our Bike Works sponsor Equity Cohort (a vibrant and challenging community of shared learning)	X

Have questions or ideas about sponsoring the Bike Works mission?
Please don't hesitate to contact Aaron Yoon at 206-695-2607 or aaron@bikeworks.org.