

THE BIKE WORKS 2024 SPONSORSHIP PACKAGE



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

2024 marks the fourth 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 in April 21st, 2024 (350 attendees);
- Vibrant and engaging quarterly group community rides (75-200 attendees per ride);
- 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 bike education and access in our community;
- Our annual Racial Equity Cohort, an honest and challenging community of learning.

We invite you to become an annual sponsor at a level that is significant for you. Your support will help build an inclusive and equitable bike community rooted in South Seattle.

WE INVITE SPONSORS TO DISCOVER A SIGNIFICANT INVESTMENT LEVEL FOR YOU

\$50,000 ***Sponsorship***

\$50,000 could help us grow the capacity of our small business by adding an additional part-time position on staff.

\$25,000 ***Sponsorship***

\$25,000 could support free bike repair services all summer with the BikeMobile. This program invests in safety for cyclists with limited resources in South King County.

\$10,000 ***Sponsorship***

\$10,000 could support one year of youth internships at Bike Works, investing in workforce development in South Seattle.

\$5,000 ***Sponsorship***

\$5,000 could cover the cost of recycling the tires we cannot use from the 5,000+ bike donations we divert from the landfill annually.

\$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 help underwrite the costs of our community-building, youth and adult programming, sliding-scale services, and livable wages for our staff. You 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 4/21/2024 (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 Racial Equity Cohort (a vibrant and challenging community of shared learning)	√

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