



**CICLA  
VIA**



**Sponsorship  
Opportunities**

**CICLA  
VIA**




A group of cyclists are riding on a city street during a CicLAvia event. In the background, the Los Angeles City Hall is visible, a large, ornate building with many windows and arches. The street is paved and has a white line marking. The sky is clear and blue. The cyclists are wearing various clothing, including helmets, sunglasses, and casual wear. Some are wearing backpacks. The overall atmosphere is active and community-oriented.

CicLAvia is a non-profit leader in the global open streets movement, and the largest open streets event in the United States.

Inspired by Bogotá's weekly ciclovia, CicLAvia temporarily closes streets to car traffic and opens them to Los Angelenos to use as a public park. Free for all, CicLAvia connects communities to each other across an expansive city, creating a safe place to bike, walk, skate, roll, and dance through Los Angeles.



A photograph of a family of three standing outdoors. A woman with dark hair, wearing a pink tank top and a white jacket, holds a young child in a purple and yellow outfit. The child is holding a blue and green sippy cup. A man with a beard, wearing a red beanie and a blue t-shirt with a 'MERT PARK' logo, stands next to them. They are all smiling and making peace signs with their hands. The man is also wearing a bicycle helmet and is holding the handlebars of a bicycle with yellow handlebars. The background shows a city street with a black metal fence, a brick wall, and other people in the distance.

By providing a fun and free space that is uniquely LA, CicLAvia is changing people's attitudes, behaviors, and the public conversation regarding alternative transportation.



## CONNECT

Over **1 million people** have experienced CicLAvia.

Participants represent **80% of the population** of the City of Los Angeles.

CicLAvia has created over **110 miles** of open streets



## COMMUNITY

CicLAvia has **five times more people using its temporary park space during event day** than are using all of the other parks in the city of Los Angeles combined.



## CHANGE

CicLAvia has impacted **local and regional transportation policy** related to pedestrians and bikes.

CicLAvia **improves air quality** by reducing ultrafine particles in the air by over 20 percent.







## THE NUMBERS

23,500+

28%

01:33

19,700+

37,500+

8,300+

23,000+

25-34

2,370+

110+

80%

100,000

#1

Emailable supporters

Average email open rate

Average time on site

Twitter followers

Facebook page fans

Instagram followers

Average Facebook event RSVP

Most popular age range

Volunteers

Miles of open streets since 2010

LA population represented

Attendees per event

Open streets event in US



## **Booth Sponsor**

Branded booth space to showcase your products, services, and brand.

## **Zone Sponsor**

Host a unique zone of activities to deeply engage with participants.

## **Hub Sponsor**

Engage with over 100,000 people with an exclusive presence at your branded Hub.



## Booth Sponsor

10'

\$5,000

20'

\$10,000

## \$5K-\$10K

- 10' x 10' or 10' x 20' booth on CicLAvia route
- Your name on all signage at every route hub
- Your name listed on digital map
- Your name displayed on select printed promotional materials
- Name click through link on website event page
- Social media posts day of event\*

\*historically, CicLAvia's various social media channels have trended on event days.





# Zone Sponsor

## \$25K-\$50K

- Co-branded Zone on CicLAvia route
- Shout-out & appearance at press conference
- Named in press release
- Your name on all signage at every route hub
- Your logo on route map
- Your logo featured on digital map
- Your name prominently displayed on all printed promotional materials
- Your name & site linked on website footer & event page
- Social media posts 1-2 weeks before event & day of event\*

\*historically, CicLAvia's various social media channels have trended on event days.





# Hub Sponsor

## \$100,000

- Branded hub on CicLAvia route
- Speaking appearance at press conference
- Named in press release
- Your logo on all signage at every route hub
- Your logo on route map
- Your logo featured on digital map
- Your logo & name prominently displayed on all printed promotional materials
- Opportunity to host extension of CicLAvia day festival
- Listing as special sponsor of themed pre/post CicLAvia day event
- Your logo & site linked on website footer & event page
- Social media posts 1-2 weeks before event, day of event, and weeks following event\*

\*historically, CicLAvia's various social media channels have trended on event days.



**CICLA  
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**CicLAvia.org**  
**@CicLAvia**  
**#CicLAvia**

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