



BUSINESS MEMBER LEVELS AND BENEFITS

Local Motion offers Business Member benefits at a variety of levels as described below.

NOTE: Each level includes *all* the benefits of lower levels, *plus* the benefits specific to that level.

Note that a benefit that is similar to one at a lower level replaces rather than adds onto the lower level benefit. For example, the 10% discount on bike racks at the gold level is in place of the 5% discount at the silver level, not in addition to it.

\$250 basic business membership

- Inclusion in Local Motion business member directory
- Local Motion Business Member decal for posting at place of business
- Local Motion Business Member logo for website
- Five single-day round-trip bike ferry vouchers

Become a member at

localmotion.org/businessmembership

\$500 bronze business membership

- Recognition upon joining via a boosted post on Local Motion's Facebook page
- 5% off bike racks purchased through Local Motion (*some restrictions apply*)

\$1,000 silver business membership

- Featured business profile on Local Motion website
- 5% off bike racks purchased through Local Motion (*some restrictions apply*)
- 10 single-day round-trip bike ferry vouchers
- Enhanced assistance with applying for Bicycle Friendly Business recognition
- Priority booking for Everyday Bicycling workshops
- Basic sponsorship opportunity for selected Local Motion programs

\$2,500 gold business membership

- Special mention in Local Motion's printed annual report
- Free one-year Local Motion memberships for up to 10 of your employees
- 10% off bike racks purchased through Local Motion (*some restrictions apply*)
- 15 single-day round-trip bike ferry vouchers
- Discounted ad in Local Motion's Island Line Trail map
- Lead sponsorship opportunity for selected Local Motion programs

\$5,000 platinum business membership

- On-site consultation with Local Motion to discuss walk-bike issues of interest to your business
- 10% off bike racks purchased through Local Motion (*some restrictions apply*)
- 20 single-day round-trip bike ferry vouchers
- Free one-year Local Motion memberships for up to 25 of your employees
- Free ad in Local Motion's Island Line Trail map
- Title sponsorship opportunity for selected Local Motion programs

\$10,000 diamond business membership

- Featured speaking opportunity at Local Motion annual donor thank you party
- Free one-year Local Motion memberships for up to 50 of your employees
- 15% off bike racks purchased through Local Motion (*some restrictions apply*)
- 25 single-day round-trip bike ferry vouchers
- Title sponsorship opportunity for premier Local Motion programs



BUSINESS SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities for Local Motion programs are included as a business member benefit starting at the \$1,000 level. Higher membership levels offer sponsoring businesses more visibility and more exclusivity, as well as access to premier Local Motion programs.

Note that a business member can choose to sponsor a single program that corresponds to their chosen membership level, or several programs at a lower level. For example, a \$5,000 member could be the title sponsor for a standard program, a lead sponsor for one premier program or two standard programs, or a basic sponsor for two premier programs or five standard programs.

Level	Max # of sponsors	Premier programs*	Standard programs**	Benefits (in addition to general business member benefits outlined above)
Title Sponsor	1	\$10,000	\$5,000	<ul style="list-style-type: none">● Large clickable organizational logo on sponsored program page● Logo and brief sponsor info on all program materials● Custom organizational promotion built into program***
Lead Sponsor	3	\$5,000	\$2,500	<ul style="list-style-type: none">● Small clickable organizational logo on sponsored program page● Logo and brief sponsor info on all program materials
Basic Sponsor	unlimited	\$2,500	\$1,000	<ul style="list-style-type: none">● Link to organizational website on sponsored program page● Logo on selected program materials

EXPLANATORY NOTES REGARDING SPONSORSHIP LEVELS AND BENEFITS:

- * “Premier” programs are Trailside Center, Bike Ferry, and Bike Smart. Note that title sponsorship of Bike Smart is \$15,000 for each trailer.
- ** “Standard” programs are all other sponsorable initiatives at Local Motion, including Valet Bike Parking, the Everyday Bicycling Project, and Streets for Everyone.
- *** Custom organizational promotion could take the form of (for example) a display in the trailside center, a logo and custom branding on the Bike Smart trailer, or the like. The specifics of the promotion will be negotiated with the individual sponsor based on the sponsor’s needs as well as the particulars of the program being sponsored.

Join online at www.localmotion.org/businessmembership!

Or, send a check to:

Local Motion

1 Steele Street #103

Burlington, VT 05401

Thanks!