

2018 Ride Partner Program Agreement

Partner Ride

What MassBike Does for Your Ride:

- **Email Promotion:** MassBike's email list reaches over 10,000 contacts across Massachusetts and the New England area who are enthusiastic about bicycling. Your ride graphic or logo will run in one (1) email blast with a short text to accompany it.
- **Web Page Logo Feature:** Your ride graphic or logo as provided for the email blast will be featured the "Events" page on our website with the "Ride Partner" label preceding the event name. Your graphic will be linked to directly to your ride homepage or registration. Rides will be listed in order by date.
- **Facebook Promotion:** Your ride will get (3) posts on our Facebook account, which reaches over 5,300 followers. We will share your graphic/logo and text unless alternate text is provided by you (up to 300 characters). You may express a preference for timing for your posts, and we will do our best to accommodate you based on our social media calendar.
- **Twitter Promotion:** Your ride will get (5) tweets through our Twitter account, which reaches over 6,400 followers. We will share your graphic/logo and text unless alternate text is provided by you (up to 140 characters). You may express a preference for timing for your posts, and we will do our best to accommodate you based on our social media calendar.

Optional Promotions: Please check the circle if you want to add additional features.

- Blog Post:** (\$100) Increase exposure for your ride with a featured blog post on our website. The blog post will be shared once through our Facebook and Twitter accounts (and will not count towards your total available social media posts). You will be required to provide one image and 2-3 short paragraphs of copy for the blog post, which we will adapt as needed to our editorial format.
- Discount on MassBike Membership:** Add the option to join MassBike to your ride's registration page. Charge riders a discounted price of \$30 for individual membership (\$10 off regular price). When your registration closes, simply send us registration information for each new member and a single check.
- Additional Email Placement:** (\$100 extra) If the calendar allows, you may purchase an additional email blast opportunity

- Exclusive Email** (\$175) Subject to schedule and availability, you may purchase an exclusive email blast for your ride. Content must be provided. MassBike will create content for an additional \$50 fee.

How Your Ride Will Help MassBike:

- **Together, we will get more people riding bikes in Massachusetts!**
- **Brochure Distribution:** To help spread awareness about MassBike's advocacy work and programs, you agree to include a MassBike brochure in your rider packets. MassBike will provide brochures at no cost to you. Brochures are subject to availability.
- **Website Link:** You agree to link to MassBike at MassBike.org from your ride's website with the MassBike logo (provided by MassBike).
- **Social Media:** You agree to include MassBike in 3 facebook posts and 5 tweets

The undersigned hereby agree to participate in the MassBike Ride Partner Program as set forth above.

Name of Ride: __

Date of Ride:

Number of participants last year (or estimate if first year): __

Ride:

MassBike:

By: Authorized Signatory

By: Authorized Signatory

Print Name

Print Name

Title

Title

Date

Date