

# 2020



## Bay State Bike Month and MassCommute Bicycle Challenge Sponsorship Opportunities



**MassBike**, the Massachusetts bicycle coalition, and **MassCommute**, the Massachusetts coalition of 14 Transportation Management Associations (TMAs), are joining forces to bring statewide bicycle programming and challenges during Bike Month 2020. Your sponsorship provides multiple unique opportunities to encourage and reward people who log their bike trips for any purpose in September.

### MassBike Bike Month:

Every year Massachusetts residents and bike commuters come together to celebrate human-powered, two-wheeled transportation during Bay State Bike Month. This year, our celebrations are growing to occupy an entire month and moving to **September!** From Cape Cod to the Berkshires and everywhere around and in between, riders in the commonwealth are encouraged to organize bike-centric events to bring out new riders and raise awareness about bicycling for transportation, fitness, and fun.

### MassCommute Bicycle Challenge (MCBC):

MCBC is the premier event during Bay State Bike Month and will take place September 19-27, 2020. **In its 26<sup>th</sup> year, MCBC reaches 300,000 employees from over 300 different organizations.** This challenge promotes and encourages logging bicycle miles and trips through friendly competition between individuals, organizations, and teams. MCBC is free to participants and in years past has concluded with an annual Bike Bash celebration to recognize top participants and sponsors. We also design a new t-shirt every year; it's highly sought-after by participants and a great way to thank our sponsors.

# Bike Month/MCBC Sponsorships

## Platinum Sponsors \$10,000

- Logo co-branded on all MassBike and MassCommute printed materials, emails, websites, and social media for Bay State Bike Month and the MassCommute Bicycle Challenge (MCBC)
- Recognition of sponsorship on Platinum prize competition rewards
- Promoted during all MassBike-sponsored webinars
- Largest logo on MCBC t-shirt

## Gold Sponsors \$5,000

- Logo co-branded on all MassBike and MassCommute emails, websites, and social media for Bay State Bike Month and MCBC
- Recognition of sponsorship on Gold prize competition rewards
- Promoted during all MassBike-sponsored webinars
- Large logo on MCBC t-shirt

## Silver Sponsor \$2,000

- Logo co-branded on 3 (three) Mass Bike emails, MassBike and MCBC websites, and all social media during bike month, and 10 (ten) MassCommute emails and social media posts during MCBC
- Recognition of sponsorship on Silver prize competition rewards
- Promoted during all MassBike-sponsored webinars
- Medium logo on MCBC t-shirt

## Bronze Sponsor \$500

- Sponsor name and link to your website on the MassBike Bike Month and MCBC websites, and on 5 (five) MassCommute emails and social media posts during MCBC
- Recognition of sponsorship on Bronze prize competition rewards
- Promoted during all MassBike-sponsored webinars
- Sponsor name on MCBC t-shirt

## MCBC Prize Sponsor \$25-250

Sponsor daily prizes for randomly selected MCBC registrants and participants, achievement-specific prizes (e.g., most miles or most trips), or other possible options specific to MCBC.

- Sponsorship of prizes valued at **\$150-250** will receive recognition by MCBC as a prize sponsor on the website and in 3 (three) social media posts or emails
- Sponsorship of prizes valued at **\$25-\$149** may be combined to offer a higher value prize pack, and will receive recognition by MCBC as a prize sponsor on the website and in 2 (two) social media posts or emails

For more information and to join as a sponsor, please contact:  
[galen@massbike.org](mailto:galen@massbike.org) (MassBike) or [sking@northeastconsulting.com](mailto:sking@northeastconsulting.com) (MassCommute)