



## Biketoberfest 2015 Was a Big Success!



### Check out what participants had to say:

"My daughter went with me and she had never biked around Charlotte. She now wants a bike!"

"Biketoberfest was the coolest thing I've done in Charlotte and I have lived here for 4+ years!"

Half of all participants said they attended to check out new businesses and destinations along the route!

"I'm going to be biking around the city as much as possible from now on."

"This was great. I had been afraid to ride my bike around the city because it didn't seem safe and this event really opened my eyes. Now I want to ride as often as possible."

"I am definitely going to try biking to more places from where I live now that I know how easy that was!"





# Announcing Our 2nd Annual Biketoberfest!

Sustain Charlotte will host this highly anticipated event on Saturday, October 15th, 2016.

This unique event shows hundreds of people how easy it is to walk, bike and use public transit to get to places they want to go throughout our beautiful city.

Join us as a sponsor of this event to provide your organization an ideal platform for reinforcing your commitment to our community's long-term health and vitality!

- Participants will bike, walk, or ride transit to sponsoring businesses while collecting stamps in their official Biketoberfest passport!
- Stamps will be redeemed for raffle tickets and a chance to win many valuable prizes!
- This family-friendly event will end with an after party celebration with live music and an exciting raffle!
- All proceeds will benefit Sustain Charlotte, your community advocate for biking in Charlotte!

## How can you support Biketoberfest?

Join us as a sponsor for this fantastic all-ages event!  
If you sponsor at the silver level or higher, your organization can have a stop for participants during their trek around town!

**Check out the benefits!** ►



2016 Sponsorship Opportunities					
	Presenting \$10,000 (1 avail.)	Platinum \$2,500 (3 avail.)	Gold \$1,000 (10 avail.)	Silver \$500 (15 avail.)	Bronze \$250 (unlimited)
Option to welcome attendees at after party					
Name included in logo					
Black and white ad in Passport	Full-page	Half-page			
Booth at event after party					
Placement on t-shirt (commensurate with sponsorship level)	Logo	Logo	Logo		
Opportunity to have stop on route					
Listed as stop in passport					
Placement on marketing flyer	Logo	Logo	Name	Name	
Placement and link on event page (commensurate with sponsorship level)	Logo	Logo	Logo	Name	Name
Placement in event slideshow (commensurate with sponsorship level)	Logo	Logo	Logo	Name	Name
Free tickets to the event	20	10	6	4	2
Inclusion in social media mentions	All	10	6	2	1
Discount on Sustain Charlotte Annual Organizational Membership	\$1,000 off	\$500 off	\$200 off	\$100 off	\$50 off