

January 27, 2011



Re: Brand Your Event as Green with Valet Bike Parking

Dear Sir or Madam:

The Marin County Bicycle Coalition's *Valet Bike Parking* service is an incredible value when you look at it. First of all, it's a badge of honor in eco-friendly Marin, to offer *Valet Bike Parking* at your event. Second, people arriving by bicycle get right into your event, avoiding the hassle of looking for parking and walking great distances. But it's MCBC's promotion of our Full Service events that is worth the price of admission alone!

MCBC prints 2,500 *Valet Bike Parking* schedules, which list all the calendar year's Full Service events. This schedule is handed out at every event MCBC puts on and attends, and is sent to every new and renewing MCBC member. We also promote events with Full Service *Valet Bike Parking* on our website (www.marinbike.org), in our summer *Pedal Press* newsletter, in weekly emails to over 4,000 Bay Area cyclists, and with our new social media tools, including Facebook and Twitter.

This letter contains information on our Full Service options and Rack Rentals. If you chose one of our Full Service options, MCBC will provide all the staff and equipment to set-up, run and break-down bike parking at your event.

Also enclosed are Event Information and Service Requirements forms to be completed and ***returned to MCBC by Friday, March 18, 2011***, so we may add your event to our annual schedule.

SERVICE FEES

Full Service Large events: \$450 per day
Events expecting 70+ bikes – requiring our truck-towed bike rack system

Full Service Small events: \$250 per day
Events expecting up to 70 bikes – 5 racks provided.

Bike Rack rental (nonprofit organizations only): \$150 per event
Five racks (enough to park 70 bikes), tickets, and tape. Corral equipment may also be included as part of rental if available.

Large and Small event fees include the provision of bike parking equipment and staffing to maintain continuous on-site valets for the duration of the bike parking time period.

Rack rentals only include the delivery and pick-up of rented racks at your event site. MCBC will unload our equipment and re-load it post-event, but you are responsible for set-up and complete break-down for your event. Rental may also include use of other bike parking corral equipment (fencing, posts, sign cades, etc.) stored in our trailer on a first-come, first-served basis if MCBC has no event conflicts.

Damage or Replacement: Damage to any rack will result in a charge of \$50 per rack for repairs. Destroyed or missing racks will result in a \$240 charge for full replacement. Charges will appear on your post-event invoice.

We look forward to providing our green service at your event and helping you promote environmentally healthy habits to all event attendees. Please review the enclosed materials carefully and submit your bike parking service request **to MCBC by Friday, March 18, 2011**, to be included in our promotions of your event.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Baenisch". The signature is fluid and cursive, with a long, sweeping tail on the final letter.

Kim Baenisch
Executive Director



Bike Parking Event Information - 2011

The Marin County Bicycle Coalition (MCBC) is happy to work with you to provide bike parking at your event. Please help us understand what your needs are by filling out the blanks in the following list.

EVENT DETAILS

Event name: _____

Location: _____

Website: _____

Date: _____

Event start time: _____

Event end time: _____

Bike parking start time: _____

Bike parking end time: _____

Total participants expected: _____

Bikes expected: _____

For Rack Rental only: number of racks (14 bikes per rack): _____

Service Selection:

Small event \$250/day _____ Large event \$450/day _____ Rack Rental \$150 _____

CONTACT INFORMATION

Event Coordinator name, phone and email: _____

Site contact name and day-of-event cell phone: _____

Name of entity to be billed: _____

Billing address: <email or mail address> _____



Bike Parking Service Requirements - 2011

MCBC requests your cooperation in providing the following items to ensure that your bike parking service is fully utilized by your event attendees.

- ✓ Requests for Valet Bike Parking need to be made at least 30 days prior to the event date.
- ✓ For Small and Large event service requests only, the MCBC logo should be included on all event promotional materials with a statement similar to “Secure bike parking will be provided by the Marin County Bicycle Coalition.”
- ✓ Our Valet Bike Parking should be located at the event entry to provide the most visible and convenient parking for cyclists.
- ✓ Our Valet Bike Parking location should be shown on your event map to facilitate its use by your event attendees.
- ✓ All events require event passes for staff bathroom access.
- ✓ Damage to any rack will result in a charge of ***\$50 per rack for repairs.***
- ✓ Destroyed or missing racks will result in a ***\$240 charge for full replacement.***
- ✓ Full payment is due to MCBC no later than two weeks following your event; MCBC will submit an invoice for the amount due.

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If you are interested in MCBC's Valet Bike Parking service based on your completed Event Information and the requirements above, please sign below and return the two documents to MCBC ***by Friday, March 18, 2011:***

- fax - 415-456-9344, or
- mail - MCBC, PO Box 1115, Fairfax, CA 94978

YES!! I want the Marin County Bicycle Coalition's *Valet Bike Parking* service to make my event environmentally friendly and easier to get to, and therefore agree to their requirements and service fees, as my signature below indicates.

Name

Date