



Partnership Package

Experience MCBC in 2017

- Dynamic exposure through established events
 - Refreshed MCBC Branding
- Targeted social media and company profile

We want you on our team.

- ✓ 2,500 annual supporters and we reach 10,000 bicyclists monthly
- ✓ 60% of members have annual household incomes over \$100,000
- ✓ 81% of members are between the ages of 35 and 64
- ✓ 82% of members ride a bike 1-5 times a week

Our Impact

MCBC's mission: promote safe bicycling for everyday transportation and recreation. Since 1998, we have worked hand-in-hand with government agencies, neighborhood groups, other nonprofit organizations, and local businesses to make cycling safer and more fun. The results of our work can be experienced throughout Marin county - protected pathways, smoother roads and expanded off-road riding opportunities.



Our Members

MCBC encompasses a diverse community of people who share the belief that bicycles make our lives better. They know that bikes make us healthier and happier, and contribute to a better Marin. MCBC members include a wide range of new and experienced road cyclists, mountain bikers, casual riders, commuters, bike-only transportation advocates, and even pedestrians. MCBC is Marin.

Our Economic Contribution

MCBC has helped bring over \$115 million to the County from federal, state and regional sources. These funds have been used to implement safe riding projects, construct infrastructure and generally improve conditions for cycling and walking. MCBC has tangibly contributed to Marin County's economic vitality, while making cycling safer and more accessible for residents and visitors.

In recognition of this impact, MCBC was awarded the Marin Economic Commission Award of Excellence in Community Leadership and Service from the County of Marin.

This success results from partnering with key local decision makers including:

Transportation Authority of Marin

Metropolitan Transportation Commission

Caltrans

Golden Gate Bridge District

Local towns

County Supervisors

One Tam

Our Business Partners

MCBC works closely with Marin County businesses that believe in our mission and seek exposure to our members and supporters. We collaborate with businesses from all sectors, and have a variety of ways to customize Partnership packages to suit individual business objectives.

The following pages contain complete information about MCBC Signature Events and Partnership Levels.

MCBC Signature Events

2017 Event Calendar - Strongly Engage Key MCBC Member segments

MCBC Signature Events promote education, safety, a healthy lifestyle and the joy of being on a bicycle. 10,000 people attended MCBC events in 2016! We accomplished this with the help of 750 volunteers who donated over 2,500 hours of service. MCBC's events are 100% supported through sponsorship and ticket sales. Following are the events at which you can receive coverage:

Bike to Work Day (Transportation) – May 11

- More than 5,000 cyclists visiting 15 energizer stations throughout Marin

Bike to Work Day celebrates cycling for transportation - encouraging people to ride to work, school and for local errands. It's also part of a larger spring bicycle awareness campaign. On Bike to Work Day, we'll place you in the center of the stream of bicyclists by participating at our Energizer Stations located throughout the county. MCBC creates a party atmosphere and recruits new members at the busiest energizer stations. NEW for 2017 – End of Day bike party near the Larkspur Ferry Terminal!

MCBC Dirt Fondo - (Mountain Biking) – July 15 & August 26

- 500 mountain bikers participate in two well-supported all-day off-road endurance rides

MCBC takes the popular Gran Fondo ride concept off-road – we actually hosted the first Dirt Fondo in the nation! These high-visibility events sell out weeks in advance of ride day, while garnering rave reviews from participants and sponsors. Challenging routes, world-class views, great rest stop support, post-ride BBQ and unique t-shirts (only available to riders) make these rides the premier off-road events in the birthplace of mountain biking!

Jensie Gran Fondo (Road Biking) – October 7

- 1,500 rode with Jens Voigt in the 2016 event

When one of professional cycling's stars puts on a Gran Fondo event, it's only natural to choose to hold it in Marin, one of the world's truly iconic cycling destinations. As the nonprofit partner in this event, MCBC coordinates volunteers, routing and other aspects of this first-class ride. MCBC's Partners will have a presence at an event that costs non-MCBC sponsors four times as much.

Bicycle Vision Lecture Series

- 250 cycling enthusiasts will attend a lecture at a popular gathering place

MCBC will host a series of lectures on the benefits of bicycling with featured speakers, including topics such as building a more rideable and walkable Marin, creating livable communities and the history of mountain biking. MCBC will bring experts to Marin to help spread new ideas and inspire the cycling community.

Biketoberfest (All Cyclists) – October 14

- 5,000 targeted cycling festival attendees
- 20 brewers provided beer samples and 70 exhibitors

MCBC's annual celebration of the bicycle draws over 5,000 people from throughout the greater Bay Area to see amazing bicycles, participate in group rides, join the cargo bike jubilee and sample Northern California's best beers. Over 75 exhibitors showcase the latest bicycles and accessories, and live music fills the air all day long.

MCBC Partnership Expansion for 2017

Marinbike.org Revitalized

MCBC is rebuilding our Marinbike.org website from the ground up. When the new site rolls out in early 2017, it will use contemporary responsive design to actively engage members and communicate the latest news and events.



The new website will also enable us to provide a deeper integration with our key Partners, providing an opportunity to share Partner messages with an active and receptive membership.

Partner Profile Feature published through MCBC Bulletin

In the spring, a feature article will be distributed to the entire MCBC Bulletin readership, approximately 5,500 members and subscribers. The article will highlight the featured Partner's mission/business, their support to MCBC, and include a timely message to the MCBC Cycling Community.

We will link the article to the Partner's Expanded Profile Page, and make it accessible through the Marinbike.org site. It can also be linked to directly via web and social media.

Expanded Profile Page on MCBC website

A single dedicated page featuring the supporting Partner and their relationship to Marin's cycling culture. It can be linked to directly via web and social media. (Will also link to the Partner Profile Feature article for Gold Partners.)

This will include a Partner Logo, up to 3 photos, a Partner message or organization profile article and link to Partner website.

Social Media Partner Spotlight Posts

Targeted posts through MCBC social media channels driving traffic to the Expanded Partner Profile Page. Crafted messages can reflect Partner's timely events or general mission within the confines of social media limitations. This creates top-of-mind identity for Gold, Silver and Titanium level Partners.

Logo Profile on MCBC website

Presents Partner's logo and linked web address accessible to all MCBC website visitors. For Gold, Silver and Titanium Partners, this will also link to their Expanded Profile Page.



Gold Partnership \$ 10,000 Level

Gold Partners receive the highest-visibility reach to 12,000 event-goers and 5,000 MCBC members and subscribers. These key Partners also gain further exposure through editorial feature articles, expanded profiles at Marinbike.org, and monthly social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Partner Profile Feature published through MCBC Bulletin in the Spring
- Expanded Profile Page on MCBC website
- Monthly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

\$10,000 Partnership reaches an estimated 12,000 event-goers and cyclists.

Customized Promotional Benefits

Receive the following for MCBC's Signature Events:

- Logo on posters and other collateral material
- Direct email bulletins to members and cycling subscribers
- Booth and banner on-site at events

Also receive recognition at ALL events or high profile Presenting Sponsorship at TWO events.

\$10,000		Attendance	Sponsor Booth	Logo on t-shirts or musette bags	Logo on event promo materials	Logo in eBlasts reaching 5,000 cyclists	Logo on website Year-round above the fold	Partner Profile Feature on website
	Biketoberfest	5,000	x		x	x		
	Bike to Work	5,000	x	x	x	x		
	Jensie Gran Fondo	1,500	x			x		
	Dirt Fondo	500	x	x	x	x		
	Bicycle Vision Lecture Series	250			x	x		
	Other Benefits						x	x



Silver Partnership

\$ 7,500 Level

Silver Partners connect to 7,000 event-goers and 5,000 MCBC members and subscribers. These Partners also gain further exposure through expanded profiles at Marinbike.org, and quarterly social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Expanded Profile Page on MCBC website
- Quarterly Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

The \$7,500 Partnership reaches an estimated 7,000 event goers and cyclists.

Customized Promotional Benefits

Receive the following for MCBC's Signature Events:

- Logo on brochures and all collateral material
- Logo on MCBC website
- Booth and banner on-site at event

Also receive recognition at THREE events or high profile Presenting Sponsorship at ONE event and Supporting Sponsorship at ONE event.

\$7,500		Attendance	Sponsor Booth	Logo on t-shirts or musette bags	Logo on event promo materials	Logo in eBlasts reaching 5,000 cyclists	Logo on website Year-round	Partner Profile Feature on website
	Biketoberfest	5,000	x		x	x		
	Bike to Work	5,000						
	Jensie Gran Fondo	1,500	x			x		
	Dirt Fondo	500	x	x	x	x		
	Bicycle Vision Lecture Series	250			x	x		
	Other Benefits						x	x



Titanium Partnership

\$ 5,000 Level

Titanium Partners connect to 6,500 event-goers and 5,000 MCBC members and subscribers. These Partners also gain further exposure through expanded profiles at Marinbike.org, and two social media spotlight posts, in addition to logo/links on the MCBC Partner page.

- Expanded Profile Page on MCBC website
- Twice Annually Social Media Partner Spotlight Posts
- Logo Profile on MCBC website

The \$5,000 Partnership reaches an estimated 6,500 event goers and cyclists.

Customized Promotional Benefits

Receive the following for MCBC's three events:

- Logo on all collateral material
- Logo on MCBC website
- Booth and banner on-site at event

Also receive recognition at TWO events or high profile Presenting Sponsorship at ONE event.

\$5,000		Attendance	Sponsor Booth	Logo on t-shirts or musette bags	Logo on event promo materials	Logo in eBlasts reaching 5,000 cyclists	Logo on website Year-round	Partner Profile Feature on website
	Biketoberfest	5,000	x		x	x		
	Bike to Work	5,000						
	Jensie Gran Fondo	1,500	x			x		
	Dirt Fondo	500						
	Bicycle Vision Lecture Series	250						
	Other Benefits						x	x



Bronze Partnership

\$ 2,500 Level

Bronze Partners connect to 1,200 event-goers and 5,000 MCBC members and subscribers. These Partners also gain further exposure with their logo/links on the MCBC Partner page.

- Logo Profile on MCBC website

The \$2,500 Partnership reaches an estimated 1,200 event goers and cyclists.

Customized Promotional Benefits

Receive the following for MCBC's two events:

- Logo on all collateral material
- Logo on MCBC website
- Booth and banner on-site at event

Your business will be also be mentioned as a "Community Partner" in promotional press.

\$2,500	Attendance	Sponsor Booth	Logo on t-shirts or musette bags	Logo on event promo materials	Logo in eBlasts reaching 5,000 cyclists	Logo on website Year-round above the fold	Partner Profile Feature on website
EVENTS							
Biketoberfest	5,000	x		x			
Bike to Work	5,000	x	x	x			
Jensie Gran Fondo	1,500	x	x	x			
Dirt Fondo	500	x	x	x			
Bicycle Vision Lecture Series	250	x		x			
Other Benefits					x	x	x