

Thank you for your interest in sponsoring Bike The Woodlands Coalition!

We are a community-based organization dedicated to promoting and improving cycling in The Woodlands area, including Southern Montgomery County and Northern Harris County. Our mission is to create a safe and enjoyable cycling environment for people of all ages and abilities. We believe that cycling is not only a fun and healthy activity, but also an important mode of transportation that benefits individuals, the community, and the environment.

In addition to individual memberships, we rely on the support of corporate sponsors to help us achieve our goals. By partnering with us, your company can help promote cycling in The Woodlands and surrounding communities and contribute to the overall health and well being of our community.

What We Offer:

- **Marketing Opportunities:** As a sponsor, your company will be recognized on our website, social media platforms, and marketing materials. This will help raise awareness of your brand and showcase your commitment to the community. As of April 2023, our total reach is 2,589 likes and 2,771 follows on Facebook; 1,329 Instagram followers; and 1,370 newsletter subscribers.
- **Event Sponsorship:** We host several cycling events throughout the year, including group rides, educational workshops and more. Sponsoring these events will give your company the opportunity to connect with the local cycling community and promote your products or services.
- **Community Engagement:** By supporting our organization, your company will be contributing to the overall health and well being of the community. This can help build brand loyalty and foster positive relationships with your customers.
- **Corporate Social Responsibility:** Supporting a community-based organization like Bike the Woodlands Coalition demonstrates your company's commitment to social responsibility and can help enhance your brand's reputation.

We invite you to become a corporate sponsor and help us make cycling safer and more accessible in The Woodlands area. Your support will help us continue our important work and make a positive impact on the community.

For more information on sponsorship opportunities please see Appendix A below or contact us at info@bikethewoodlands.org

Thank you for considering a partnership with Bike The Woodlands Coalition!



Appendix A

As a sponsor, you will have the opportunity to connect with Bike the Woodlands Coalition members, volunteers and event attendees to help make a positive impact on our community. We offer several sponsorship levels to accommodate different budgets and goals.

- **Platinum Sponsorship:** This is the best option for sponsors to maximize their visibility and impact with the cycling community. As our highest level of sponsorship, this package includes:
 1. Prominent logo placement on all communications, social media, and event materials
 2. Dedicated booth space and placement at all events
 3. Recognition as the title sponsor(s) in communications, social media and speaking time at events
 4. Additional benefits detailed in the **Matrix** below
- **Gold Sponsorship:** This is a great option for companies looking for a strong presence and visibility with the cycling community. This tier package includes:
 1. Logo placement on all communications, social media, and event materials
 2. Dedicated booth space at events
 3. Recognition as a sponsor in communications, social media and events
 4. Additional benefits detailed in the **Matrix** below
- **Silver Sponsorship:** This is a great option for companies looking for exposure to the cycling community. This tier package includes:
 1. Logo placement on communications, social media, and event materials
 2. Recognition as a sponsor in communications, social media and events
 3. Additional benefits detailed in the **Matrix** below
- **Bronze Sponsorship:** This is a great option for companies looking to support our organization while gaining exposure to the cycling community. This tier package includes...
 1. Logo placement on communications, social media, and event materials
 2. Recognition as a sponsor in communications, social media, and events
 3. Additional benefits detailed in the **Matrix** below

We will also offer customizable sponsorship packages to meet specific needs and goals. Please contact us at info@bikethewoodlands.org to discuss.

Benefits Matrix

Sponsorship Level	Exclusivity & Rights of First Refusal for Annual Events/Activities	Website Recognition	Recognition on Event Banners	Newsletter Recognition	Posts on Social Media	Exposures/Events Per Year	Recognition on Membership Card	Number of Benefits
Platinum - \$3k	Yes	Yes	Yes	Yes	Yes	4-6	Yes	7
Gold - \$2k	X	Yes	Yes	Yes	Yes	3-4	X	5
Silver - \$1k	X	Yes	X	Yes	Yes	2-4	X	4
Bronze - \$500	X	Yes	X	Yes	Yes	2	X	3

We are excited to offer you the opportunity to become an annual sponsor for our organization. As a sponsor, you will have the chance to support our cause while also promoting your brand to a wide audience.

Thank you for considering our sponsorship opportunity. We look forward to partnering with you to create a successful cycling partnership in the community

Kind regards,

Board of Directors
Bike the Woodlands Coalition