



## Ride Sponsorship Opportunities



## What is BikeSpark?

BikeSpark is new bicycling event scheduled for Sunday, June 4, from Boston Mills Ski Area in the scenic Cuyahoga Valley National Recreation Area and Cleveland Metroparks. BikeSpark celebrates the joy of riding with 65- and 33-mile road routes and a 14-mile just-get-out-and-ride primarily path “Scoop Loop.” BikeSpark is hosted by Bike Cleveland and the proceeds support bicycling advocacy.

The route offers routes with distance and challenge appropriate for all experience and skill levels. All routes feature full rider support including rest stops with snacks and refreshments.

Riding will spark your appetite for camaraderie and food—and BikeSpark delivers! Following the ride, participants will join other riders, volunteers and bicycling proponents in the BikeSpark Hub to relax and celebrate with a post-ride lunch featuring excellent food and beverage choices.

## Support cycling safety, rights and infrastructure—and the region

All proceeds from BikeSpark go to the cycling advocacy nonprofit Bike Cleveland. Support for cycling promotes economic vitality and improves community attractiveness, and Bike Cleveland is the leading promoter of cycling in [Northeast Ohio](#).

With a staff of three and a fully committed board and other volunteers, Bike Cleveland works for cyclist-friendly physical and legal infrastructure in [Northeast Ohio](#). The organization works year-round to promote safe bicycling for children and adults in our communities and to build a fun, healthy and sustainable transportation movement for our future. Visit the website for additional information. [Bikecleveland.org](http://Bikecleveland.org).



## Presenting sponsor \$10,000 (1 available)

Get the most out of your marketing and take an integral role with BikeSpark. As the presenting sponsor, you will have exclusive naming rights on all 2017 BikeSpark materials:

- Designation as a Bike Cleveland Partner with logo on bikecleveland.org
- Partner logo on BikeSpark Web page
- Partner banners displayed at BikeSpark
- Partner vendor space at BikeSpark which can include promotional activities
- Partner logo on the volunteer t-shirts
- Partner logo on all official vehicles used for BikeSpark
- Partner logo on BikeSpark print marketing
- Partner mention in BikeSpark and Bike Cleveland E-blasts. The Bike Cleveland email list has more than 8,000 names.
- Partner specific social media posts from Bike Cleveland
- 15 BikeSpark admissions
- Unlimited usage of BikeSpark photo/video media
- The presenting sponsor's name will be attached to the BikeSpark name at all opportunities: "BikeSpark presented by ABC Company." Social media

## **Route Sponsorship \$1,000 (2 available)**

Get your company name incorporated into one of the BikeSpark routes. Possible featured routes currently include “Company X” Family Ride, Half-Metric, or Full Metric presented by your company.

- Designation as a Bike Cleveland Partner w/ logo on our website
- Partner banners displayed at BikeSpark
- Partner vendor space at BikeSpark
- Partner logo on BikeSpark print marketing
- Partner logo on BikeSpark Web page
- Partner mention in BikeSpark E-blasts put out by and Bike Cleveland
- Partner specific social media posts from Bike Cleveland
- 5 BikeSpark admissions
- Unlimited usage of BikeSpark photo/video media

## **Rest Stop Sponsor (\$1,000)**

Have a critical role in BikeSpark with a positive impression for cyclists on the routes with a BikeSpark rest stop. Help define what your rest stop experience will be with refreshments, music and more. Each stop offers its own unique opportunity for each sponsor

Same additional benefits as route sponsor shown above.

## **How many riders do we expect?**

The BikeSpark team has experience running other rides in the region including Sunday in June, The Sweet Corn Challenge, the MCPc Fundo (part of NEOCycle) and the Red Flannel Ride. In the first year, we are working to attract between 500 and 1,000 riders.

For more information

**BikeSpark Sponsorship:** Jerry Pignolet, 216.469.4225 or [jerrypignolet@gmail.com](mailto:jerrypignolet@gmail.com),  
or Executive Director Jacob VanSickle at Bike Cleveland at [216-245-3101](tel:216-245-3101) or  
[Jacob@bikecleveland.org](mailto:Jacob@bikecleveland.org).

For a more in-depth look at a partnership with BikeSpark, please contact Executive  
Director Jacob VanSickle at [216-245-3101](tel:216-245-3101) or [Jacob@bikecleveland.org](mailto:Jacob@bikecleveland.org).