



# 2021 / 22 CALIFORNIA BICYCLE SUMMIT

Sponsorship Information



CALIFORNIA  
BICYCLE  
COALITION





# ABOUT CALBIKE AND THE SUMMIT

The biennial **California Bicycle Summit** is the state's most important bicycle event, and **one of the nation's leading bicycle-related conferences.**

This year CalBike will offer a series of interactive online events, in addition to the in-person California Bicycle Summit, which we have postponed to April 2022. Throughout late 2021 and early 2022, CalBike will host **three engaging interactive online sessions** with today's leading thinkers on the future of transportation, sure to inspire our movement and give a taste of what to expect at our in-person event. In April 2022, the in-person **California Bicycle Summit** will return to Oakland, CA for three days of keynote addresses, plenaries, workshops, and bike rides.



The California Bicycle Coalition, or CalBike, is California's statewide bicycle advocacy organization, recognized by industry, elected officials, and fellow advocates as a powerful voice for healthy, sustainable transportation.







# EVENT OUTREACH AND PARTICIPATION

**Through our social media channels, email lists, and local partners throughout the state, we'll reach 100,000+ people who care about bicycling. We expect a total of 600 unique attendees across all four events.**

This year, we are bundling these events for sponsors. When you join as a sponsor, **you'll be represented across three online events and the live summit, and promoted to all event audiences.** You may also choose to be the exclusive sponsor of a reception, keynote breakfast or luncheon. We can customize our partnership with marketing benefits to meet your company's needs.





**28,000**  
SOCIAL MEDIA  
FOLLOWERS

**31,000**  
NEWSLETTER  
SUBSCRIBERS

**600+**  
EXPECTED  
ATTENDEES

REPRESENTED ACROSS OUR  
WORKSHOPS, PRESENTATIONS,  
AND SEMINARS:

**40+** community organizations

**35+** city, regional, & state  
agencies

**20+** bicycle industry & active  
transportation partners





# INTERESTED? BECOME A SPONSOR

**OCT'21-FEB'22**  
**SUMMIT SESSIONS**  
3 INTERACTIVE  
ONLINE EVENTS

**+ APR 2022**  
**CALIFORNIA  
BICYCLE SUMMIT**  
3 DAYS IN  
OAKLAND, CA

Commit as an early sponsor and **your company will be recognized across FOUR events, three online Summit sessions, and the in-person California Bicycle Summit in April 2022.**

LEVEL	AMOUNT	MARKETING	SUSTAINABLE STATE OCT 2021	LIVE SUMMIT APR 2022
<b>PLATINUM</b>	\$20,000	5 email recognitions 12 social media posts	Digital program logo placement & URL Video transition logo placement	4x Tickets Speaking Opportunity Printed program logo placement & full page ad
<b>GOLD</b>	\$10,000	3 email recognitions 6 social media posts	Digital program logo placement & URL Video transition logo placement	2x Tickets Printed program logo placement & half page ad
<b>SILVER</b>	\$5,000	2 email recognitions 3 social media posts	Digital program URL	1x Ticket Printed program logo placement & quarter page ad
<b>BRONZE</b>	\$2,500	1 email recognition 1 social media post	Digital program URL	1x Ticket Printed program logo placement & eighth page ad

*\*All sponsor levels include logo placement on the CalBike website and booth space at the event.*

Are you interested in sponsoring one of these specific opportunities at 2021-22 California Bicycle Summit?

**// Summit Happy Hour // Food & Beverage // Lunch Plenary // Special Speaking Opportunities/  
Engagements // Bicycle Parking // Scholarships for Community Advocates // Closing Party**

Contact **kevin@calbike.org**  
for more information.



# THANKS TO THESE OUTSTANDING PAST SPONSORS AND MANY MORE!



This fun, fresh, informative, and very professionally organized conference nicely reflected the growing diversity of the movement.

CHRIS M.



## CONTACT US

Kevin Claxton / Development Associate / [kevin@calbike.org](mailto:kevin@calbike.org) / 909-274-0137

If you would like to sponsor in another way, we can tailor a package for you!  
Please reach out to us for more information.

