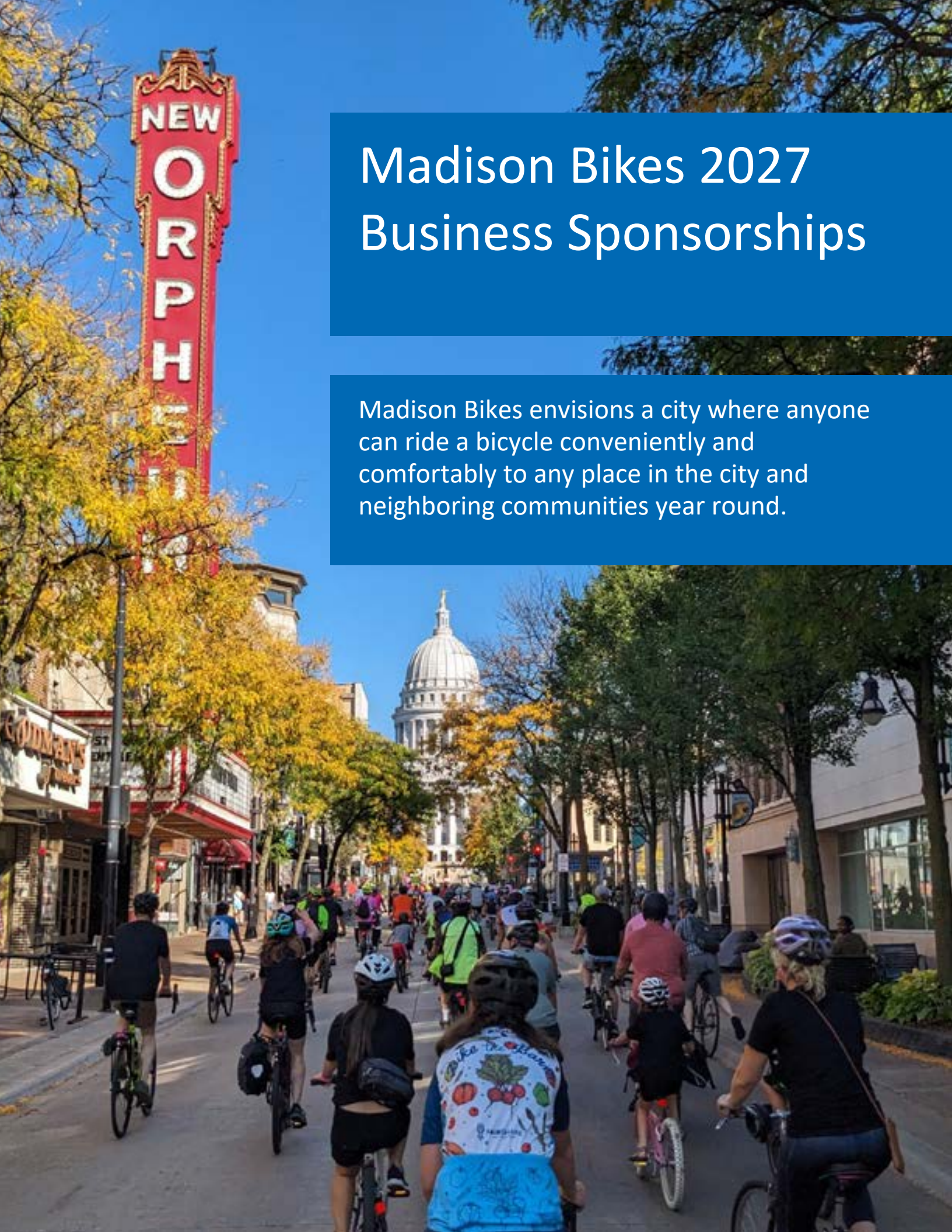


Madison Bikes 2027 Business Sponsorships

Madison Bikes envisions a city where anyone can ride a bicycle conveniently and comfortably to any place in the city and neighboring communities year round.

Madison Bikes in the Community

As an annual sponsor of Madison Bikes you will have the opportunity to fund programming that matches your values–making our community more healthy and vibrant. Ensuring everyone in Madison and surrounding communities has access to safe cycling opportunities helps us build a community that can welcome a growing population, respond to the climate crisis, and most of all–is just plain fun!



Celebrating the Joy of Cycling

Madison Bikes celebrates cycling in all of its forms any time we can. Throughout the year we hold events large and small that build community and bring cycling to the fore. Whether it's Bike Week, Bicycle Film Festival, the Winter Bike Fashion Show, or any of the many smaller events we organize, there are countless opportunities for us to gather as a community to share in the joy of cycling.

Outreach and Education

Cycling is a lifestyle that brings freedom and satisfaction to many. However, others are excluded due to easily-remedied barriers. Addressing these knowledge gaps is essential to growing our community. Having appropriate gear and equipment, knowing when and where to safely ride, and understanding your rights and responsibilities as a road user are all opportunities for education Madison Bikes pursues through our community events.





Advocacy

For our local and regional bicycle network to truly grow and thrive, local governments need to act. Madison Bikes works with our Alders and other elected officials, traffic engineering and planning staff, and the public to educate and advocate for better cycling facilities across the area. We believe that "if you build it, they will ride" and we will continue to work for better bike facilities across Madison and our neighboring communities.

2027 Sponsorship Levels and Benefits

Sponsor Benefit	Advocate $5000 (Exclusive Partner)	Leader $2500	Supporter $1000	Friend $500
Name recognition on select event marketing material	✓	✓	✓	✓
Name recognition on Madison Bikes website	✓	✓	✓	✓
Individual social media posts per year	4	2	1	
Logo in event marketing materials	Premium	Large	Small	
Logo on Madison Bikes website linking to business	Premium	Large	Small	
Opportunity to table at Madison Bikes sponsored events	✓	✓		
Recognition with logo in newsletter and link to business website	✓	✓		
Complimentary access to events	✓	✓		
Premium logo placement on digital and print event marketing material	✓			
Premium logo placement on Madison Bikes website linking to business website	✓			
Opportunity to display banners and signage at events	✓			
VIP Event Access	✓			

Sponsor Benefits

- Recognition at 2027 events including on screen at the Bicycle Film Festival and other community events such as Madison Bike week and the Winter Bike Fashion Show.
- Digital marketing recognition on Madison Bikes social media channels. Last year, our social media channels made over 250,000 impressions, and our growing e-mail list has over 1,500 subscribers.





For more information on joining the effort to improve cycling in Madison as a sponsor of Madison Bikes contact:

sponsorship@madisonbikes.org

madisonbikes.org

@MadisonBikes