

CICLAVIA



CicLAvia connects and engages communities

67K+

Email
Subscribers

5.6M

Social Media
Impressions

140K+

Fans Across
All Platforms

400K+

Website
Sessions

100+

Earn Media
Features

CICLAVIA

14 • 50+ • 500+
YEARS EVENTS PARTNERS

CicLAvia is a nonprofit organization.

Our events temporarily close streets to car traffic and open them to Angelenos to use as a public park for the day!

FREE for all to participate.

There is no start or finish.

People are encouraged to bike, walk, run, roller skate, and dance at their own pace **anywhere along the route, anytime throughout the day.**

*We've been **connecting neighborhoods** across **LA county** since **2010.** **JOIN US!***

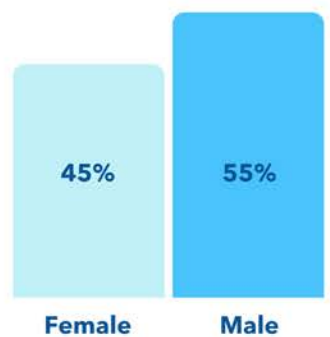
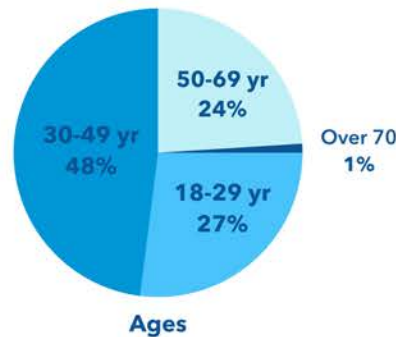
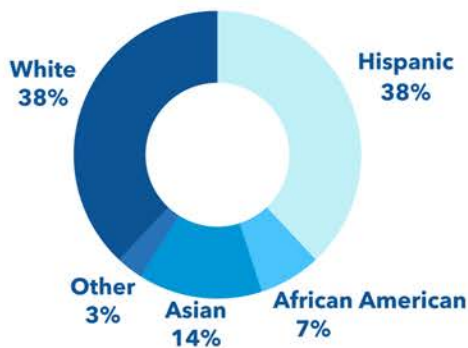
ABOUT OUR COMMUNITY

CicLAvia hosts up to 25,000 enthusiastic and deeply engaged people per large-scale CicLAvia event.



CicLAvia for All Angelenos and All Ages

CicLAvia participants mirror LA County's demographics



Participants come from 75% of the zip codes in the City of LA and more than 50% of the zip codes in LA County.

30%+ are super fans having participated in more than 5 CicLAvia events and are eager to build a relationship with your brand!



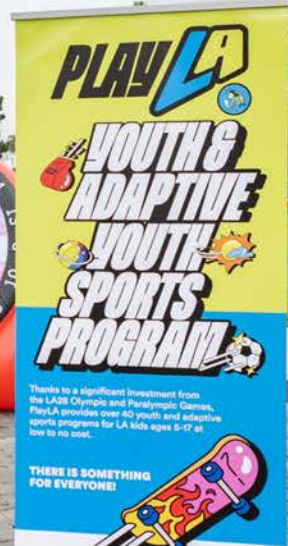
Introducing CicLAminis



CICLA
mini

Compact, 1-2 mile neighborhood routes. A CicLAmini is a more pedestrian-oriented experience with up to 5,000 people attending per event.

For sponsors this means even deeper engagements, conversations, and connections!



2024 CicLAvia Season

How many events will you join us for?

SUNDAY	EVENT
<i>February 25</i>	CicLAvia–Melrose
<i>April 21</i>	CicLAvia–Venice Blvd Presented by Metro
<i>May 19</i>	CicLAmini–Wilmington
<i>June 23</i>	CicLAvia–South LA (Western Ave) Presented by Metro
<i>August 18</i>	CicLAvia–Meet the Hollywoods Presented by Metro
<i>September 15</i>	CicLAmini–Lincoln Heights
<i>October 13</i>	CicLAvia–Heart of LA Presented by Metro
<i>December 8</i>	CicLAvia–The Valley (Ventura Blvd)

EVENT DAY SPONSORSHIP OPPORTUNITIES



OPTION 1



OPTION 2



OPTION 3

\$5,000 (per event) Sponsorship Options

OPTION 1:

10 x 10 Hub Space *

Including basic rentals (tent, table, 2 chairs) if needed

OPTION 2:

Branded Seating Area *

Custom signage on 8-10 picnic tables

OPTION 3:

"Presented by"

Programming Element *

Such as Snap Yourself Photo Booth or Free Giveaway

Sponsor to provide all promotional materials and staffing for Options 1 & 2

* ALL OPTIONS INCLUDE:

- Linked logo on CicLAvia website event page
- Activation listing on website activities page
- Name recognition on printed event signage within Sponsor Block
- Social media during event day to drive people to the activation

EVENT DAY SPONSORSHIP OPPORTUNITIES

\$10,000 (per event) Sponsorship Options

OPTION 4:

Large 10 x 20 Hub Space OR two 10x10 Spaces at different Hubs *

Including basic rentals (tent, tables, chairs) if needed

OPTION 5:

Branded Bike Parking *

OPTION 6:

"Presented by" Larger Programming Element *

Such as an Interactive Art Workshop



OPTION 4



OPTION 5



OPTION 6

Sponsor to provide all promotional materials and staffing for Option 4

* ALL OPTIONS INCLUDE:

- Linked logo on CicLAvia website event page
- Activation listing on website activities page
- Name recognition on printed event signage within Sponsor Block
- Social media during event day to drive people to the activation

EVENT DAY PEDICAB SPONSORSHIP

Starting at \$12,500



Custom branded signage on **ALL** pedicabs moving throughout the event



Custom branded signage at **EACH** Hub pedicab station



Pedicab Sponsorship Includes:

- Branded signage on ALL pedicabs moving throughout the event (6-10 cabs)
- Branded signage at EACH Hub pedicab station (3-5 Hubs)
- Linked logo on CicLAvia website event page
- Name recognition on printed event signage within Sponsor Block
- Social media shout-outs during event day

EVENT DAY CUSTOM OPPORTUNITIES

Starting at \$15,000

Immersive Art Installation

Prime route placement of your Instagram worthy piece of public art/branding opportunity.



Arts & Culture Programming

Curated performances throughout the event "Presented by" your brand



Custom Combination

Let us know your budget and priorities and we will develop something incredible together!



EXPERIENTIAL OPPORTUNITIES BEYOND EVENT DAY

CIVSALONS | Dynamic events curated for your unique audience featuring discussions around cultural and civic issues in LA.



CicLAvia provides coordination of all details including:

- **Speaker panel** (3-5 people)
- **Venue coordination**
- **Light appetizers & drinks** for 80-100 people
- **Professional DJ** to set the vibe before and after the program
- **Professional photos** from the event
- **Creation of graphic flyer/invite**
- Email & social media promotion of the event and RSVP management if requested

Packages start at \$15,000 per CivSalon

EXPERIENTIAL OPPORTUNITIES BEYOND EVENT DAY

BIKE OR WALKING TOUR | Customized bike or walking tour throughout LA County led by CicLAvia staff for your team &/or VIPs.



CicLAvia provides coordination of all details including:

- **Custom bike or walking route designed for up to 25 people.** Possible themes include Neighborhood Architecture or Small Businesses
- **Professionals** to guide and assist participants while riding or walking
- **Professional photos** from the event
- **Graphic flyer/invite** if requested
- Email and social media promotion of the event and RSVP management if requested

Packages start at \$10,000 per Tour

**Bike rental & final stop restaurant arrangements can be added for add'l fee.*

FOOD TOURS

**Upgrade to a Food Tour for an additional cost.*



Grow your fanbase!

Today, **CicLAvia** is recognized as the nation's most-skilled producer of open street events, **connecting tens of thousands Angelenos** to each other through a shared sense of adventure.



NASA JPL from CicLAvia–Heart of LA

Impact Data collected on Oct 15, 2023

- 13,000 face-to-face interactions
- Brand promotion: 9,000 reflective NASA stickers distributed and 1,600 spoke cards distributed
- Organization involvement: 35 volunteers (exhibit & roamers)

What sponsors are saying ...

"Great event, great turnout by the community and perfect opportunity to spread the word about the Science Center and our programs."

"We loved this CicLAMini iteration of CicLAvia and the freedom to experiment with our participation. Our hub felt like a neighborhood block and it was cool getting to know our neighbors."

"If you want people to come to your institution or take advantage of your resources, there is no better way than to participate in CicLAvia."



Contact

For further information, questions, or sponsorship opportunities, please contact:

Meisha Rainman | Chief Impact Officer
meisha@ciclavia.org | 310.339.5925

CicLAvia catalyzes vibrant public spaces, active transportation, and good health using car-free street events. CicLAvia engages with people to transform our relationship with our communities and with each other for the benefit of great Los Angeles.