



CICLA
VIA

PARTNERSHIP OPPORTUNITIES 2025



WHAT WE DO

CicLAvia transforms our city streets
into temporary car free playgrounds

FOR CYCLISTS, RUNNERS, ROLLERS & YOGIS

FOR FURRY FRIENDS & FOLKS ON FOOT

FOR BRUNCHERS, LUNCHERS & SNACKERS

FOR DANCERS, ARTISTS, MUSICIANS & POETS

FOR SHOPPERS, COLLECTORS & ENTREPRENEURS

For anyone and everyone who
wants to celebrate the unique
heart and soul of LA

WE ARE LA

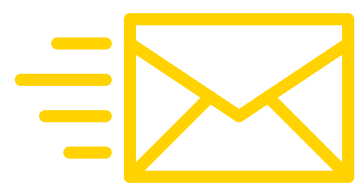
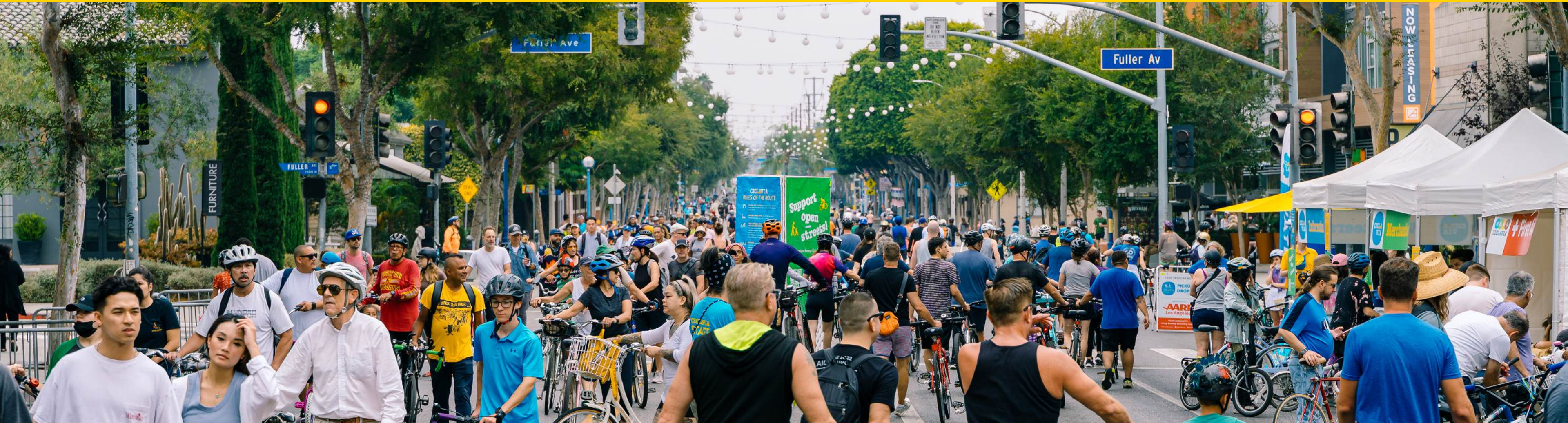
160,000
annual attendees

200,000 followers

45% Women
38% Hispanic
38% White
14% Asian
7% African American
3% Other



REACH / MEDIA



60,000

Email
Subscribers



40+%

Email
Open Rate



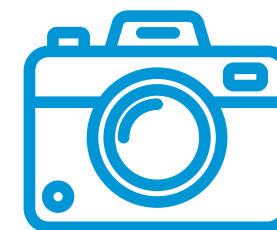
5.6M

Social Media
Impressions



140,000

Fans Across
All Social Platforms



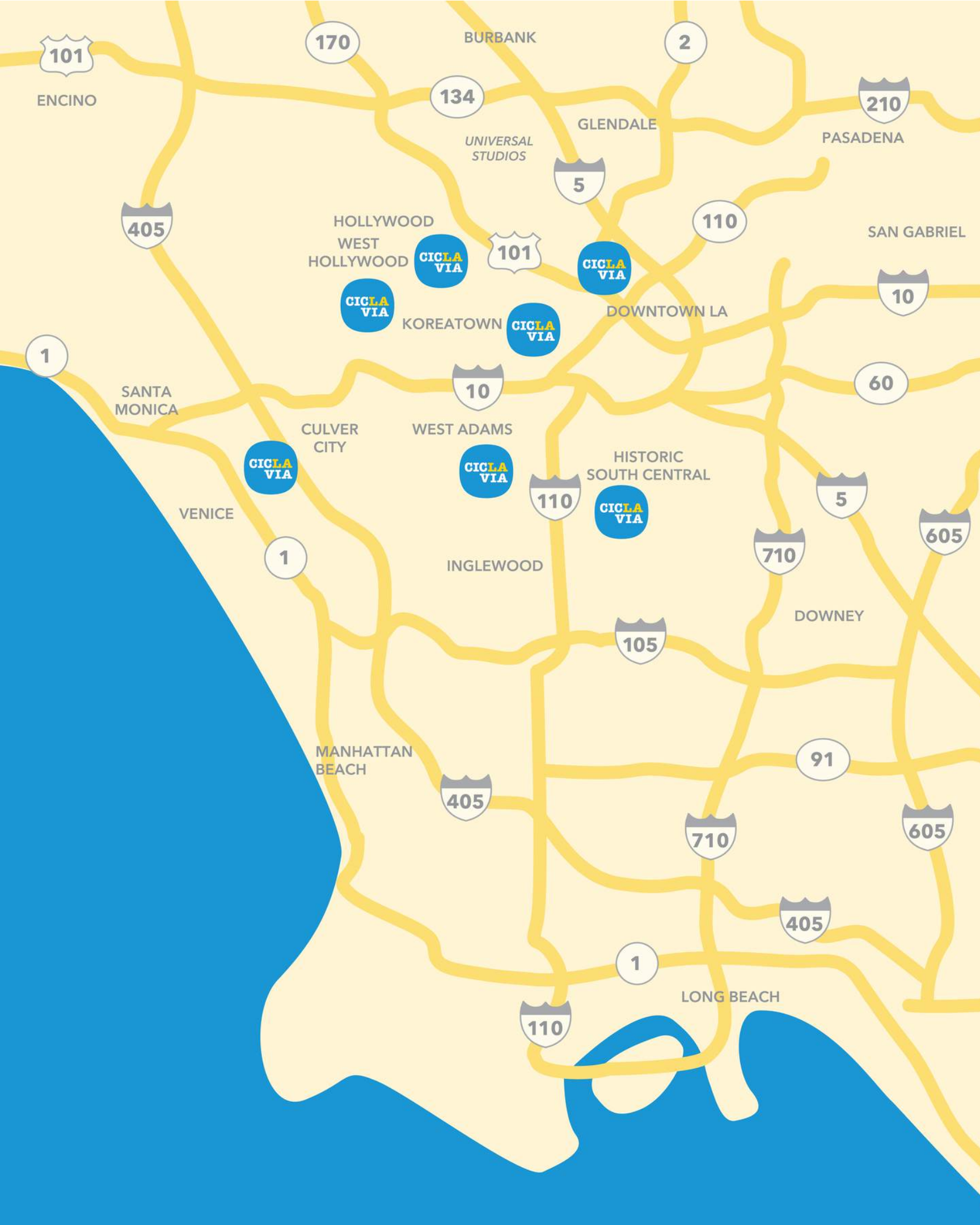
300

Earn Media
Features



400,000+

Website
Sessions



2025 SEASON

DATE

EVENT

Feb 23

CicLAvia – West Adams meets University Park

April 6

CicLAvia – Koreatown meets Hollywood

May 18

CicLAmini – Pico Union

Aug 17

CicLAvia – Culver City meets Venice

Sept 14

CicLAvia – Historic South Central meets Watts

Deadline: July 14

Oct 12

CicLAvia – Heart of LA

Deadline: August 12

Nov 23

CicLAvia – Melrose Ave

SOLD OUT

**STRATEGIC
PARTNERSHIPS**

**CUSTOM
ENGAGEMENTS**

**BRANDING
OPPORTUNITIES**



STRATEGIC PARTNERSHIPS

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**PRESENTING EVENT
PARTNER**

**HUB
ANCHOR**

**PROGRAMMING
PARTNER**



Elevate your Brand • *Create an Experience* • *Be a Destination* • *Extend on Social*

CUSTOM ENGAGEMENTS

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Create a Memorable & Unique Experience

Promote Pre-Event



Social media during event day



Follow Through Post-Event

BRANDING OPPORTUNITIES

ALL PACKAGES INCLUDE

Linked logo on CicLAvia website event page • Social media during event day • Activation listing on website activities page



**EXHIBIT or
SAMPLE**
\$5,000

**BRANDED BIKE
PARKING**
\$10,000

**BRANDED
PEDICAB FLEET**
\$15,000

**BRANDED SEATING
AREAS**
\$25,000

SAMPLING/10 x10 BOOTH

	Price	# of Events	Linked Logo on Website	Event Recap Report	Listing on Website Activities Page	Event Day Social Media	Newsletter Inclusion	Annual Social Media Collabs	Press Release Inclusion
Full Season Sampling/Booth Package	\$34,000	8	X	X	X	X	X	X	X
Five Event Sampling/Booth Package	\$22,250	5	X	X	X	X	X	X	
Three Event Sampling/Booth Package	\$14,250	3	X	X	X	X	X		
Single Event Sampling/Booth Package	\$5,000	1	X	X	X	X			

BRANDING OPPORTUNITIES

RATES PER EVENT

	Price	Linked Logo on Website	Event Recap Report	Listing on Activities Page on Website	Event Day Social Media	Press Release Inclusion
All Seating Areas	\$25,000	x	x	x	x	x
Pedicab Fleet	\$15,000	x	x	x	x	x
Bike Parking	\$10,000	x	x	x	x	
10 x 10 Tent	\$5,000	x	x	x	x	



Contact

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

Meisha Rainman | Chief Impact Officer

meisha@ciclavia.org

[Click HERE to schedule a call](#)