

A blue circular logo with the text "CICLA VIA" in white and yellow. The word "CICLA" is in white and "VIA" is in yellow. The background of the entire image is a street scene with many cyclists and pedestrians.

**CICLA  
VIA**

# PARTNERSHIP OPPORTUNITIES 2026

Vicente Fernández St

HOUSE OF TROPHIES  
AND AWARDS, INC.  
(323) 264-9042  
www.houseoftrophies.net

DIABETES? LEG PAIN?  
ULCERS / VARICES?  
1<sup>st</sup> Consult FREE  
SERRANO  
323-585-6900

ESQUINA  
BICYCLE SHOP  
BICYCLES  
REPAIRS  
PARTS  
ACCESSORIES



# 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

200K+  
annual attendees

205K  
followers

45%  
Women

38%  
Hispanic

38%  
White

14%  
Asian

7%  
African American

3%  
Other



# REACH/MEDIA



**50K**

Email  
Subscribers

**30%+**

Email Open Rate

**5.1M**

Social Media  
Impressions

**155K**

Fans Across  
All Social Platforms

**300+**

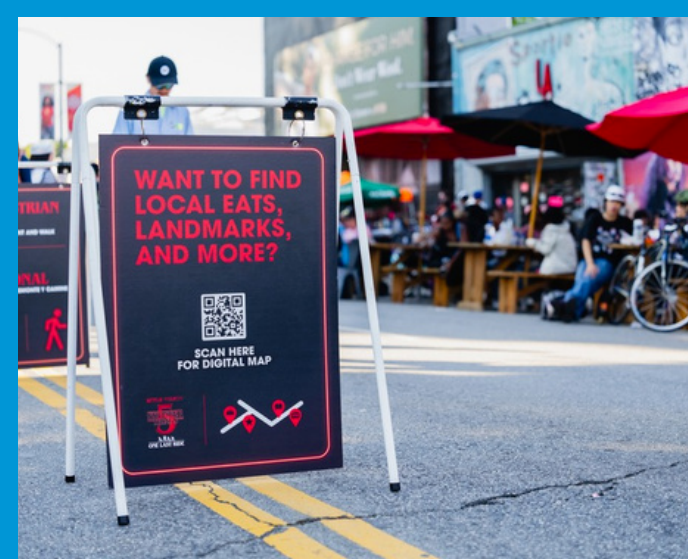
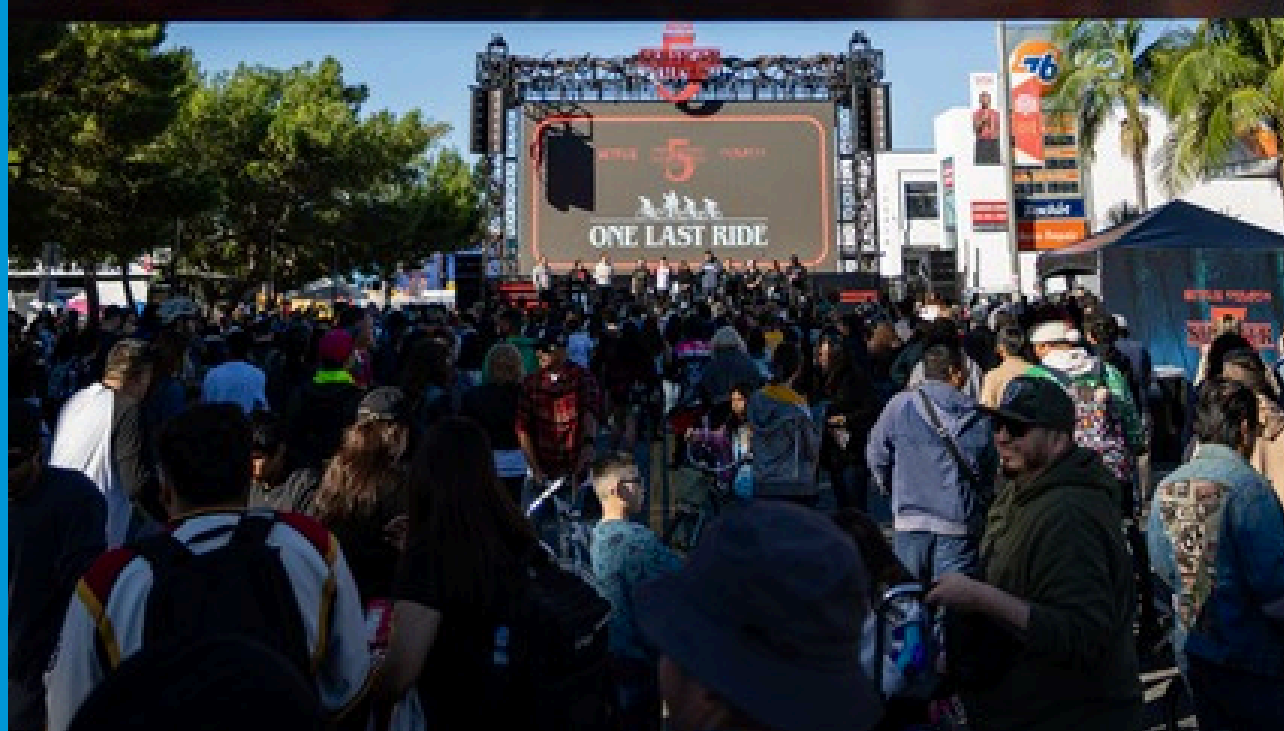
Earn Media Features

**400K+**

Website Sessions

# PRESENTING PARTNER

*An exclusive opportunity to elevate your brand across the entire route*



# HUB ANCHOR

*Take over an event hub and make your brand a destination*



# CUSTOM ENGAGEMENTS

*Create memorable and unique experiences before, during, and after event day*





“ CicLAvia was incredible – the energy throughout the day was truly unmatched. The vibrant representation of every age, gender and background all connecting right within our booth space was amazing to witness. People genuinely wanted to have conversations and to learn more about our programs, which made it all the more meaningful. Seeing everyone engaging with our live mural experience was inspiring, and the digital engagement on social media was fantastic. It was a really great event, and we’re so excited to continue elevating our brand presence alongside such a great partner who is uplifting the community.

- Kyle O., Cedars-Sinai  
Heart of LA, 2025

”

# BRANDING OPPORTUNITIES

## ALL PACKAGES INCLUDE

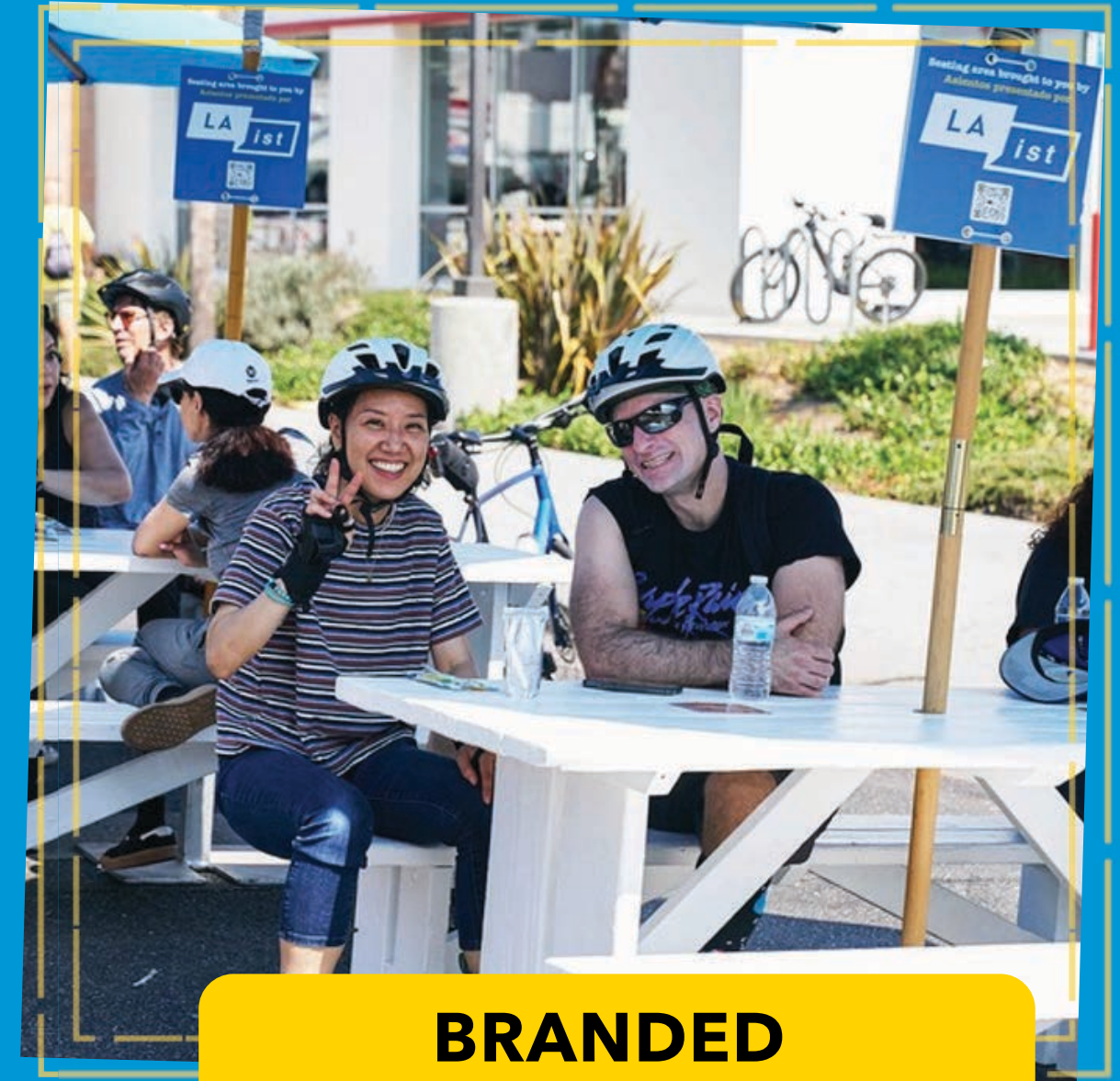
*Linked logo on CicLAvia website event page • Social media during event day • Activation listing on website activities page*



**BRANDED  
BIKE PARKING**



**BRANDED  
PEDICAB FLEET**



**BRANDED  
SEATING AREAS**

# BRANDING OPPORTUNITIES

*RATES PER EVENT*

<b>BENEFITS</b>	<b>ALL SEATING AREAS</b>	<b>PEDICAB FLEET</b>	<b>BIKE PARKING</b>	<b>10X10 TENT</b>
Price	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>
Linked logo on website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Event Recap Report	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Listing on website Activities Page	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Event Day Social Media	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Press Release inclusion	<b>X</b>	<b>X</b>		

# JOIN US IN 2026!



*(STAY TUNED FOR ADDITIONAL 2026 EVENTS!)*

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

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[Click HERE to schedule a call](#)