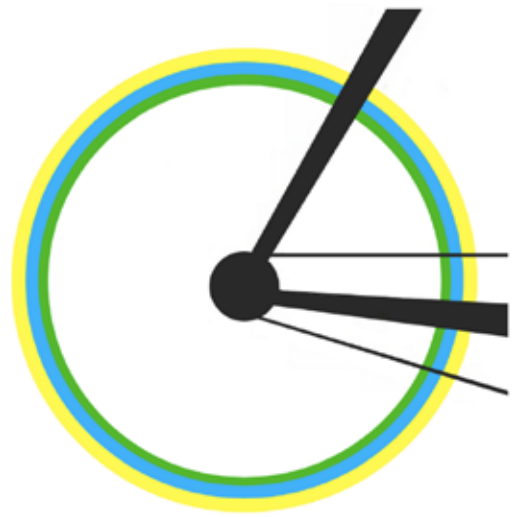


# SHIFTING GEARS

TO PROPEL CYCLING IN CHARLOTTE FORWARD



Whether you are interested in biking but haven't started yet, a weekend warrior, or a daily bike commuter - everyone has a part to play in helping realize our City's new vision for bicycling in Charlotte.

## 2019 Sponsorship Opportunities

Wednesdays from 6-8 p.m.

2/13, 5/1, 8/14

[SustainCharlotte.org/ShiftingGears](https://SustainCharlotte.org/ShiftingGears)

SUSTAIN  CHARLOTTE

BECAUSE IT MATTERS

# 2019 Sponsorship Opportunities



Each workshop features a keynote speaker and small group discussions where participants connect with other cycling advocates. The goal of each workshop is for each participant to leave with one action-item and one community contact to help them along the way!

## WHY SPONSOR?

As part of your sponsorship, not only will you benefit from our marketing campaign including digital, social, and email outreach, but you will also be supporting Sustain Charlotte.

According to the City of Charlotte, 51% of Charlotte residents would like to bicycle more but cite safety as a concern. Shifting Gears allows community members to connect with others who want to make biking in Charlotte better and learn how they can make a difference – together.

We're here to effect change. Sustain Charlotte is a 501(c)3 charitable organization that educates, engages, and unites residents to address the numerous sustainability challenges that have accompanied our rapid growth. By sponsoring you will be helping us achieve our vision of making sure our growing city, grows smart.

**Average attendees per event: 60**

## INTERESTED IN SPONSORING?

Contact Bike Program Manager  
[kate.cavazza@sustaincharlotte.org](mailto:kate.cavazza@sustaincharlotte.org)  
980-202-8320

## PRESENTING SPONSORSHIP

**\$1,000 per event or \$2,700 for all 3 events and includes:**

- **Name Inclusion** - Name of the event to be referred to as "Sustain Charlotte's Shifting Gears presented by (your company name here)"
- **Event Website** - Logo inclusion and hyperlink to your website and short paragraph about your business on our dedicated event page for a minimum of 4 weeks leading up to the event
- **Eventbrite** - Company name and link on Eventbrite ticket page. Event invitation that includes your company name will be sent to our list of past attendees
- **Newsletter** - A minimum of 2 mentions per event
- **Social Media** - A minimum of 3 mentions per event on our social media networks. Company will also be invited to be a co-host on the Facebook event page
- **Presence at Event** - Opportunity to have a table at the event and to speak for 5 mins max before the event. You can also have marketing materials distributed at the event and we will have your logo featured on our slideshow
- **Blog Recaps** - Company name and link inclusion in recaps of the event/s that will be featured on [sustaincharlotte.org](http://sustaincharlotte.org) and will be shared on social media



**OUR AUDIENCE**

**12,332**  
Social Media  
Followers

**7,544**  
Weekly Newsletter  
Subscribers

**5,760**  
Unique Website  
Pageviews per month

# 2019 Sponsorship Opportunities



Each workshop features a keynote speaker and small group discussions where participants connect with other cycling advocates. The goal of each workshop is for each participant to leave with one action-item and one community contact to help them along the way!

## SUPPORTING SPONSOR

**\$500 per event or \$1,350 for all 3 events and includes:**

- **Event Website** - Logo inclusion and hyperlink to your website on our dedicated event page for a minimum of 4 weeks leading up to the event
- **Eventbrite** - Company name and link on Eventbrite ticket page
- **Newsletter** - A minimum of 1 mention per event
- **Social Media** - A minimum of 1 mention per event on our social media networks. Company will also be invited to be a co-host on the Facebook event page
- **Presence at Event** - Opportunity to have marketing materials distributed at the event and your logo will be included in event slideshow



### INTERESTED IN SPONSORING?

Contact Bike Program Manager  
[kate.cavazza@sustaincharlotte.org](mailto:kate.cavazza@sustaincharlotte.org)  
980-202-8320