



# BIKETOBERFEST

AN URBAN ADVENTURE BENEFITTING

SUSTAIN  CHARLOTTE



## 2023 Sponsorship Opportunities

October 22, 2023



**ESTIMATED NUMBER OF REGISTRANTS: 700+**  
**LOCAL BUSINESSES SUPPORTED: 20+**  
**VOLUNTEERS: 100**



See more photos + video at [biketoberfestclt.org](https://biketoberfestclt.org)

## ABOUT BIKETOBERFEST

Sustain Charlotte's Biketoberfest will be back for the ninth straight year in 2023. This unique, family-friendly event has become a staple of fall fun in Charlotte. We bring hundreds of people together for a scavenger-hunt-style cycling or walking adventure through the streets of the Queen City.

Biketoberfest isn't just an important fundraiser for Sustain Charlotte. It's a way to show people of all ages and abilities how fun it can be to navigate Charlotte on foot, bike or transit. Each year, we introduce participants to sights and scenes in a thrilling way that wouldn't be possible behind the wheel of a car. Biketoberfest is also an opportunity to highlight bicycle and pedestrian infrastructure, like greenways and protected bike lanes, that we have successfully advocated for — and illustrate why we need more of it! [Learn more about our work at sustaincharlotte.org](https://sustaincharlotte.org)

And, of course, Biketoberfest is a wonderful way to support local businesses that participate by sponsoring or hosting stops along the route. Will you help us make OUR community safer, healthier, and less reliant on cars?

## WHY SPONSOR

Charlotte ranks as one of the most dangerous and difficult U.S. cities for biking, walking and riding transit due to our sprawling growth and lack of complete streets that meet the needs of all users. We work hard to change that every day. Your support will help us achieve our vision of a sustainable city and county that includes safe and connected pedestrian, bicycle, transit and greenway networks.

Through the event itself, you'll receive generous brand exposure and consumer-engagement opportunities (as outlined below) — and you'll amplify our ability to lift up and highlight the other small and local businesses that are participating in the event.



**OUR AUDIENCE**

**17,900+**

SOCIAL MEDIA  
FOLLOWERS

**9,000+**

WEEKLY NEWSLETTER  
SUBSCRIBERS

**8,400+**

UNIQUE WEBSITE  
PAGEVIEWS PER MONTH

# 2023 SPONSORSHIP OPPORTUNITIES



	PRESENTING	SUSTAINING	SUPPORTING	CONTRIBUTING	EXPERIENTIAL
	\$20,000	\$10,000	\$5,000	\$2,500	\$500
Named as the presenting sponsor of Biketoberfest (included in all mentions)	✓				
Named as the sponsor of the packet pickup party <i>or</i> the Biketoberfest after-party		✓			
Opportunity for a relevant article to be posted on Sustain Charlotte's website	✓	✓			
Opportunity for customized event activation	✓	✓			
Included in the Biketoberfest ad for the October issue of Charlotte magazine (if signed on by Aug. 12)	Logo	Logo	Name		
Ad in the official Biketoberfest passport given to all participants	Spread	Full page	Half page		
Booth at the Friday night packet pickup party	✓	✓			
Booth at the Biketoberfest main venue	✓	✓	✓		
Opportunity to provide marketing item or swag to all participants at check-in	✓	✓	✓	✓	
Inclusion on sponsor signage at the event	Logo	Logo	Logo	Name	
Thanked from the PA during the event	✓	✓	✓	✓	
Mentioned/tagged in Sustain Charlotte social media posts	All	Minimum of 4	Minimum of 2	Minimum of 1	
Complimentary event registrations	20	10	5	2	
Registration discount for all employees	50%	35%	25%	10%	
Assistance with creating an employee team for the event	✓	✓	✓	✓	
Opportunity to set up as a destination along the route	✓	✓	✓	✓	✓
Listed as a destination in the official Biketoberfest map and passport (as applicable)	✓	✓	✓	✓	✓
Included in Sustain Charlotte's newsletter at least once before Biketoberfest	Logo	Logo	Logo	Logo	Logo
Included on Sustain Charlotte's Biketoberfest website	Logo	Logo	Logo	Name	Name

**DEADLINE: SEPTEMBER 22, 2023**

**INTERESTED IN SPONSORING?** Contact Allison Rhodes at [allison.rhodes@sustaincharlotte.org](mailto:allison.rhodes@sustaincharlotte.org)