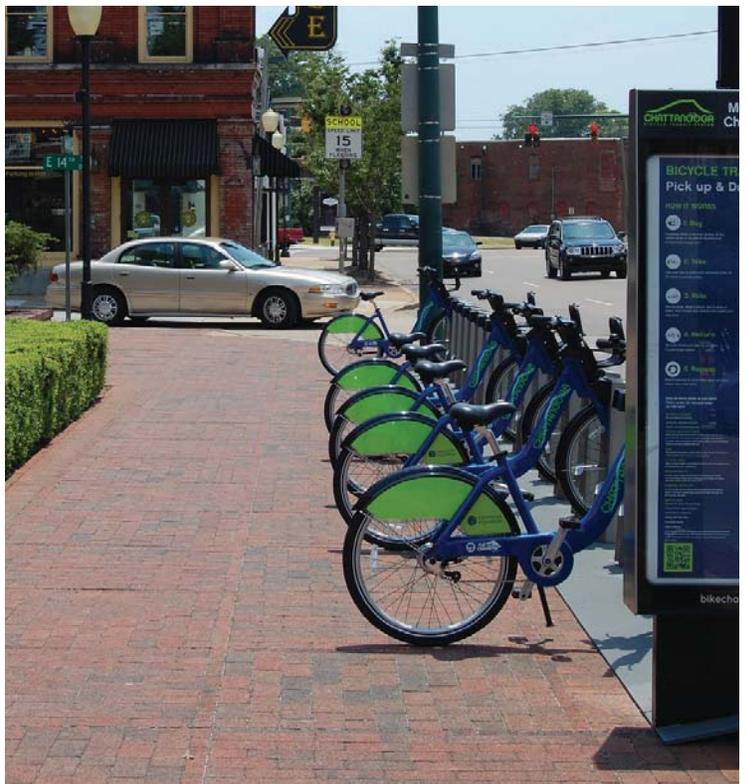




# Bike Share Marin



## Sponsorship Opportunities





June 10, 2013

Dear Friends:

Bike share is coming to the Bay Area, and we want you as a partner to make sure it reaches Marin. A revolution in travel, bike share systems offer a convenient, green option for trips that are too far to walk but too short for the hassle of driving. It's a potent, cost-effective way to create healthier lifestyles, reduce our carbon footprint, and ease congestion on our streets and highways.

Is there demand for these trips in Marin? Our homework says there is. Over 400 communities worldwide have proven that a modern bike share program can work, including a number of smaller U.S. towns and cities like those in Marin. Here are just a few reasons to get excited and involved:

A Marin bike share system will do the following:

- Strengthen existing ferry and bus routes by adding on-demand connections from major terminals, stops, and nearby employment centers
- Provide low impact circulation for downtowns and future SMART rail stations
- Improve mobility options for low-income populations
- Promote healthy, active lifestyles and build support among a wide range of people for more and better bikeways and trails
- Offer an inexpensive employee benefit and trip reduction opportunity for businesses
- Increase participation by the private sector in promoting bicycling and active transportation
- Build and expand the Marin "brand" as a leader in sustainability

We are raising funds for an initial 30 bike pilot program. Depending on the success of our efforts and the program itself, we hope to expand to 100 bicycles with a first phase and may ultimately grow to as many as 300 bicycles and 37 stations throughout urbanized Marin. I invite you to be a title, presenting, station, or otherwise supporting sponsor. Let's add bike share to our mix of transportation choices and continue down the path of sustainable, shared prosperity.

More information is available at [www.tam.gov/bikeshare](http://www.tam.gov/bikeshare). Contact Scot Hunter ([scothunter@comcast.net](mailto:scothunter@comcast.net)) to set up an appointment to discuss your role in making this happen!

Sincerely,

A handwritten signature in blue ink that reads "Dianne Steinhauser". The signature is fluid and cursive, with the first name "Dianne" being more prominent and the last name "Steinhauser" following in a similar style.

Dianne Steinhauser, Executive Director



# Bike Share

# Marin



## Sponsorship Levels

### BENEFITS

	Title	Presenting	Station	Supporting	Purchase Commitment
Exclusive rights to naming, bike colors, and logo/text on operations equipment (bikes, rebalancing vehicles, uniforms, key cards, receipt tape)	<input checked="" type="checkbox"/>				
Systemwide branding rights including logo/text on all bicycles (either side of fender or front rack) and major communications (email, stationary)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Creative integration with exclusive membership materials, mailers, campaigns, and events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo and/or text placement on station map(s) and kiosk(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Recognition on our website, social media, press materials, and in communications with members	<input checked="" type="checkbox"/>				
Discounted bicycle share memberships for employees and friends	<input checked="" type="checkbox"/>				

<b>Title Sponsor:</b>	A Title Sponsor “owns” the system brand, look, and presence. The Title Sponsor will have significant creative control and be a full partner in the lead-up to the launch, all for \$120,000 each year for six years (assuming program growth), or \$720,000 total*. Examples are CitiBike (NYC) and Barclays Cycle Hire (London).
<b>Presenting Sponsor:</b>	If no Title Sponsor is secured, we are seeking up to three Presenting Sponsors for \$60,000 per year, or \$360,000 over six years* (assuming program growth). Examples of a Presenting Sponsor are New Balance in Boston and Kaiser Permanente in Denver.
<b>Station Sponsor:</b>	For an annual price of \$10,000 and a two-year term*, this is an excellent and affordable way to associate your brand with bike share. A wide variety of business types sponsor stations. These include many hospitals, Google, and Harvard University in Boston; Regence Blue Cross/Blue Shield and the Tennessee Aquarium in Chattanooga; and Cliff Bar in Denver.
<b>Supporting Sponsor:</b>	Perhaps you can offer warehouse space, access to a crane (for moving stations), or another form of in-kind contribution? As a new program, we are open to YOUR ideas as potential partners, sponsors, and friends. In Boston, Bern (the helmet company) sponsored a video as just one example. Let your creative juices flow and tell us how you'd like to be involved.
<b>Purchase Commitment:</b>	In lieu of or in combination with other sponsorship levels, Bike Share Marin is also seeking commitments from companies to purchase bike share memberships for their employees and/or clients. Those who commit to annual bulk purchases will receive a discount on the cost of individual memberships, which is estimated to be \$75-\$90/year (subject to revision).

\*Terms of agreement to be finalized with individual sponsors subject to TAM approval



# Sponsorship Works

## It's Good for Business, It's Good for Marin

Bike share is the next generation of mobility, and will be instantly iconic as a visitor experience and companion to the ferry, bus, and SMART. We encourage you to make an investment in the future of Marin and in the visibility and strength of your brand.

### Be part of this breakthrough development

- A bike share system will add to the vibrancy and attractiveness of businesses, downtowns, and other destinations.
- Bike share users are typically professionals, students, and visitors with higher-than-average incomes. From Millennials to Baby Boomers, these are active people (both physically and online) who will be great representatives for the system and its sponsors while out in the community.
- Today's bike share systems are high-tech, handsome, and well-maintained. Bikes and stations are cared for every day, all year and will be located in Marin's busiest public spaces.
- Members will be engaging over and over again with the bike share system, the website, conversations on social media, and the sponsor's brand. They won't be passively seeing some ads; they'll make the system part of their daily lives.

### Earn the spotlight and the recognition

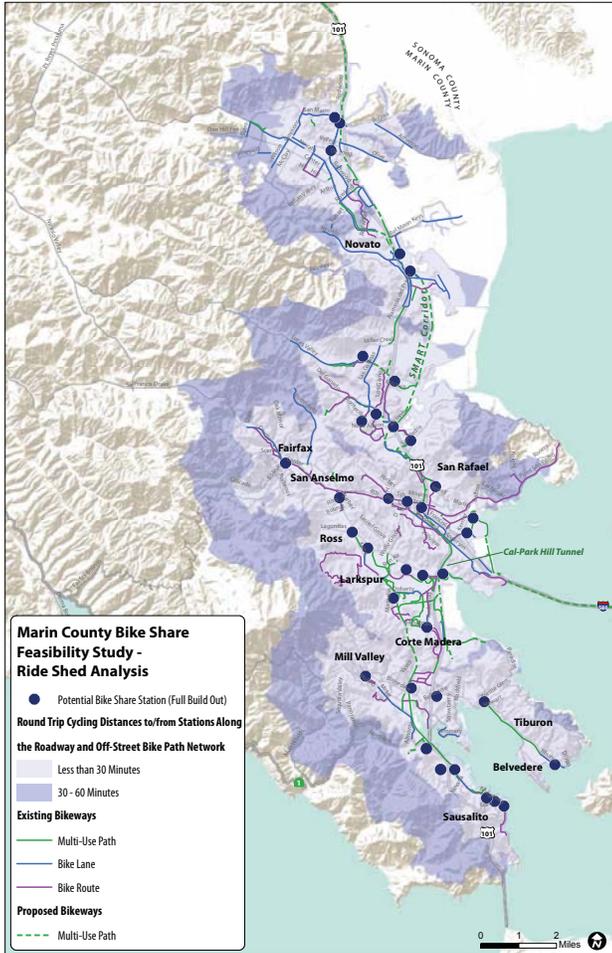
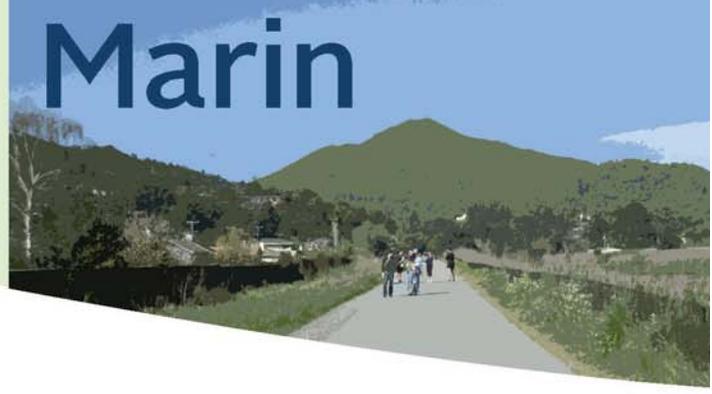
- Bike Share Marin offers numerous opportunities for sponsor recognition – with five spots on the bikes themselves, signs at the bike stations, logos on the website and in membership/event materials, photos, social media, and even the key card issued to annual members.
- Bike Share Marin will support you throughout the sponsorship term, seeking creative ways to increase visibility for your brand.
- Earned media and social media covering bike share's launch and ongoing success will be substantial. Newspapers, TV, radio and blogs love to cover bike share – and its sponsors – especially as it may be constantly expanding throughout the Bay Area.
- With few billboards in Marin, bike share sponsorship will stand out. Sit back and enjoy the spotlight.





# Bike Share

# Marin



## JOIN US!

A Marin bike share system could bring coverage to all downtowns and a large area of urbanized Marin.

