



*Asheville on Bikes*

RIDE YOUR CITY

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**2019**  
**SPONSORSHIP**  
**PACKET**

AshevilleOnBikes.com • 26 Sunrise Drive • Asheville, NC • 28806

*Asheville on Bikes is a registered 501c3 nonprofit based in Asheville, NC.*

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# Our Work



## WE EDUCATE

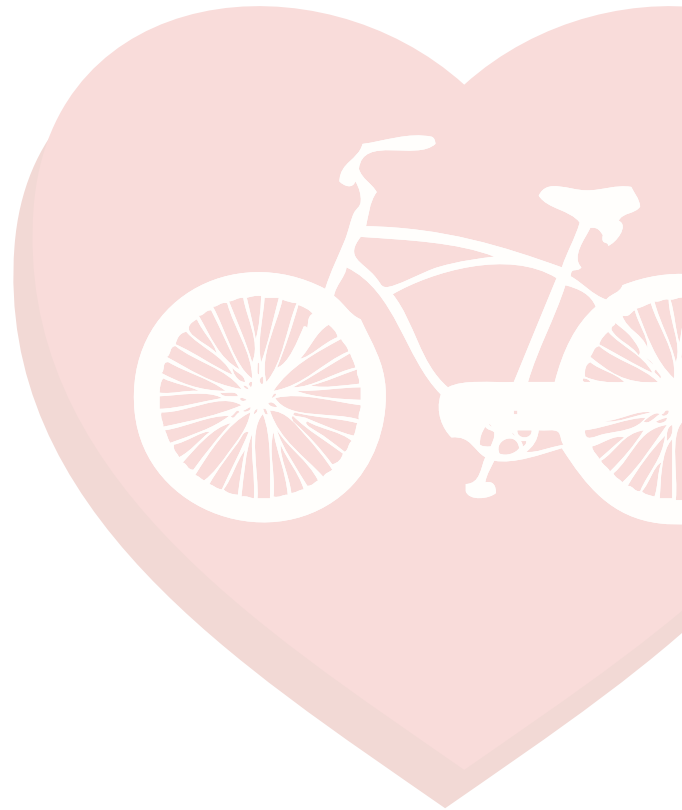
- We teach 24 kids to ride in our after school programs each semester at Asheville Middle School
- We teach classes for anyone who wants to learn how to ride more safely in an urban setting and we assist with a ticket diversion program for cyclists.
- We educate planners, government staffers, politicians and others about the benefits of cycling and better multi-modal infrastructure for safer cycling.

## WE ADVOCATE

- We take public positions on transportation issues and infrastructure projects.
- We comment in public hearings that matter to our Mission.
- We build our own projects to highlight our case, using the philosophy of Tactical Urbanism.

## WE CELEBRATE

- We host good parties. We do the work, you relax and make new friends.
- We have group rides that are fun, free and suitable for riders of almost any level.



# Our History

In 2006, Mike Sule returned home to Asheville, North Carolina from a Portland bike tour feeling inspired to grow Asheville's bicycle culture and encourage more people to ride.

The following year, Sule gathered 25 bicyclists to ride in Asheville's annual holiday parade. The costumed cyclists (including a Thanksgiving turkey and the tooth fairy) won awards for "Spirit of the Parade" and "Best Overall." The resulting \$250 in prize money launched Asheville on Bikes (AoB) as an informal advocacy group.

Subsequently, AoB backed a proposal to place rented bike lockers downtown (since installed), and launched community rides and annual events to build and celebrate Asheville's cycling culture. The group began hosting a supervised bike parking corral at local festivals to encourage residents to arrive by bike. Sule continued building relationships with folks like Claudia Nix, a longtime local bicycle advocate, and local governments, as Asheville on Bikes began to emphasize the need for better local bike and pedestrian infrastructure.



## Asheville on Bikes' Pumpkin Pedaller



In 2008, with support from Sule and AoB, the city adopted its Comprehensive Bike Plan, a network to enhance bicycle use. The group of friends and bicycle advocates continued to grow in size and expertise, garnering frequent media attention for its enthusiastic and efficient achievements in promoting bicycle culture and infrastructure. The group added a Board of Directors to oversee its advocacy efforts, local events, communications, and planned growth. Red heart-shaped stickers sporting a bicycle began appearing throughout Asheville.

In 2013, the Western North Carolina Alliance became a fiscal sponsor of Asheville on Bikes and Mike Sule became its first full-time Director. In 2016 Asheville on Bikes became its own 501(c)(3). In 2018 Asheville on Bikes installed its first tactical urbanism project. Join us today and help us continue the work of helping more people to ride and also helping our city build better multi-modal infrastructure!



# Our Crew



- ✓ 400+ members strong
- ✓ Facebook: 3,334
- ✓ Twitter: 2,431
- ✓ Email Newsletter  
Subscribers: 2,000
- ✓ Instagram: 3,696
- ✓ 60 community  
rides hosted
- ✓ 25,000 community  
ride participants

*"Asheville on Bikes has really grown over that last twelve years. We play a critical role in transforming our city's transportation options, provide after school urban bicycle education, and continue to host a variety of outreach events designed to encourage and inspire participation in urban cycling,"*

— Mike Sule, Asheville on Bikes director





# The Year Ahead

2019 proves to be an exciting year for Asheville on Bikes. AoB has shown that it can encourage our community members, young and old, to ride their city. But this year we are showing that our community can not only ride its city, but it can build its city as well. AoB and its partners - The Blue Ridge Bicycle Club, AARP and the City of Asheville made temporary, transformative changes to Coxe Avenue in downtown Asheville in the fall of 2018. The Coxe Avenue tactical urbanism project is a temporary transformation of an Asheville city street to demonstrate how our streets could be improved to better serve all users. Coxe Avenue is a pilot project that we will gather data from throughout 2019 to inform how future permanent investments in our city streets should be made.

Recent data have shown that Asheville streets are some of the least safe in North Carolina. AoB will continue to demand smart, safe design of our city streets and looks forward to working with new leadership at NCDOT in this effort.

In 2019 AoB will also continue to educate dozens more Asheville middle schoolers about how to ride their city and will continue to celebrate cycling with our community rides and events.



# Your Support

	Advocate   \$500	Connector   \$1,000	Transporter   \$2,500	Transformer   \$5,000
VIP Bike Love Tickets	2	2	2	4
Button Up for Bikes Tickets		2	2	2
Certificate of Appreciation	✓	✓	✓	✓
Logo/Listing on Bike Love Poster	Listing	Logo	Logo	Logo
Listing/Link on ENews		Logo	Logo	Logo
Listing/Link Website & Newsletter		Listing with Link	Logo with Link	Logo with Link
Social Media Shout Out		✓	✓	✓
Member Packet Insert		Listing	Logo	Logo
Event Slide		Listing	Logo	Logo
Promotion at Final Destination of Route		✓	✓	✓
Event Promotional Materials		Listing	Logo	Logo
Ride with GPS Event Page		Listing	Logo	Logo
Emcee Verbal Appreciation & Recognition During Event			✓	✓
Logo on Bike Ed Trailer				✓
Logo at Bike Corral				✓
Table Tent at Bike Love & Button Up	Listing	Listing	Logo	Logo
ENews Spotlight				✓
Ride Welcome & Kickoff Announcement				✓
Booth at Post Ride Venue				✓

# Your Support

## After-school Bicycle Champion

**\$20,000**

Underwrite the expansion of AoB's after-school bicycle program. Our youth bicycle education program is a partnership with Asheville Middle School, Asheville City School Foundation and AoB. Students receive everything they need to learn how to ride the city and a bit of dirt, too. Students are equipped with quality bicycles, helmets, lights, and instructors who are trained in urban riding best practices. Your support will enable AoB to reach more students during the fall and spring semesters.

## Bike Valet Title Sponsorship

**\$20,000**

Asheville on Bikes offers pop-up bike valet parking for a variety of community events. AoB's bike valet allows event participants to safely park their bicycles with an attended. Bike valets encourage bicycle commuting, serve as a social bicycle hub, and are equipped to hold over 200 bicycles / event. Tile valet sponsor is the only listed sponsor for up to five bicycle valets.

## Sponsor an Electric Cargo Bike Giveaway

**\$2,500**

Your funds will purchase a Yuba cargo bike, with electric assist, that AoB will auction or hold a contest in order to give away. Cargo bike users are a type of indicator species, so to speak, and we want more of them in our town.

## Sponsor a Lunch Ride for a Local Business

**\$500**

We can take you, your staff, or your clients on a curated ride of the most interesting things in Asheville. Sponsor a ride and make it happen for your group. Routes will be built based on the desires and fitness levels of the participants. Riders are responsible for bringing their own bikes in good working condition.



# Our Shared Agreement

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## Sponsorship Commitment

Date: \_\_\_\_\_

Level: \_\_\_\_\_

By signing below I agree to remit payment for sponsorship within 120 days of my signature date.

Signature: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Best Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please send your print ready artwork (min 300dpi) along with this signed agreement form back to [mike@ashevilleonbikes.org](mailto:mike@ashevilleonbikes.org).

## Our Commitment

Asheville On Bikes will honor all items set forth above and continue to operate in an ethical and up right manner in accomplishing its mission. AOB will help you make your sponsorship as useful as possible and will use your investment in our organization wisely.

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