

# Your Sponsorship + Our Audience = Win/Win



*Asheville on Bikes*

RIDE YOUR CITY

2021  
SPONSORSHIP PACKET

ASHEVILLEONBIKES.COM • 26 SUNRISE DRIVE • ASHEVILLE, NC • 28806

ASHEVILLE ON BIKES IS A REGISTERED 501C3 NONPROFIT BASED IN ASHEVILLE, NC.

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

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

## Events Throughout the Pandemic



Throughout 2020 Asheville on Bikes (AoB) restructured our events to conform to pandemic restrictions and, therefore, continued with its events schedule; we even added a few to beta test. While the pandemic continues to be a challenge, the work and mission of AoB endures. While some of our events, like Bike Love, are shelved until it's safe to resume with elbow to elbow packed festivities, our events committee continues to reformulate our signature events and develop new AoB experiences for the public to enjoy. We'll continue to prioritize public health and pandemic restrictions but we're resolved to roll forward through 2021. I hope you'll join AoB as a 2021 sponsor.

Mike Sule  
*Executive Director*

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*Asheville on Bikes cultivates the culture of urban and commuter cycling through advocacy & celebration. We believe that cycling has a direct impact on the health of our community.*





# WHO IS ASHEVILLE ON BIKES?

## Our History

Founded in 2006, Asheville on Bikes began as a group of 25 costumed cyclists who won a cash prize in Asheville's holiday parade. That prize became the nest egg for Asheville on Bikes' initial advocacy efforts, including community rides, bike corrals, and many, many emails to city and county staff. 14 years later, Asheville on Bikes has become synonymous with bicycle advocacy in Western North Carolina. Our efforts to improve Asheville's bicycle and pedestrian infrastructure, encourage more people to ride bicycles for recreation and transportation, and make Asheville a safe, easy, and enjoyable city to ride a bike are succeeding, thanks to the support and hard work of our members and sponsors.

WE'VE HOSTED:

60+  
Community Rides

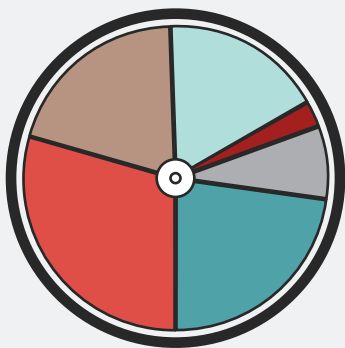
WE'VE HAD:

25,000+  
Ride Participants

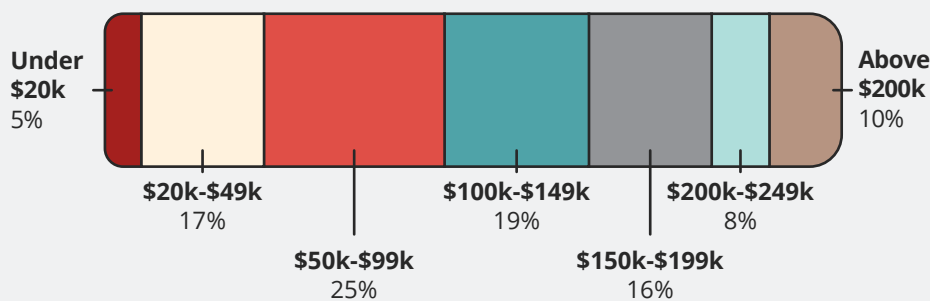
## WE'RE 400+ MEMBERS STRONG

### Member Ages

- 25-34 - 8%
- 35-44 - 23%
- 45-54 - 29%
- 55-64 - 20%
- 65-74 - 17%
- 75+ - 3%



### Member Household Income



## Our Reach



Instagram: 4,300+



Twitter: 2,400+



Facebook: 4,000+



E-Newsletter: 2,500+

*"I really appreciate your hard uphill battle in making Asheville's streets accessible for all users. You guys are a good voice for the city and really know how to throw a party."*

—AOB RIDE PARTICIPANT



# YOUTH CYCLING PROGRAM

*Let's Empower Kids to Ride with Confidence*

During the school year in conjunction with the Asheville City Schools Foundation, AoB teaches two groups of middle school students how to navigate our city on bikes. While many after-school programs have had to be cancelled due to the pandemic, AoB has been able to continue to offer services. It's a great privilege to run this program and work with the next generation of riders.



We pair two bike instructors and two volunteers with each group of students, and students get to work with these same instructors throughout the course of the 6-week program. In that time, students learn how to wear safety gear, operate and maintain their equipment, and navigate traffic on a bike. We build in plenty of time and activities that allow students to safely practice navigating on two wheels. By the end of the program, they have real experience using a bicycle for transportation.

## YOUTH CYCLING CHAMPION

**\$20,000**

Underwrite the expansion of AoB's after-school bicycle program, so we can reach more students in 2021.



*"We are beyond grateful to AoB for providing physical activity for the kids (which is especially therapeutic during the time we're living in). I feel genuine support and togetherness. The moment when a pre-teen learns to ride is triumphant. That accomplishment raised self-esteem, self-worth, and can counteract life trauma— truly a blessing! Like Maya Angelou said, 'People will forget what you said, people will forget what you did, but people will never forget how you made them feel.'"*

— THOMAS PRIESTER, YOUTH TRANSFORMED FOR LIFE DIRECTOR

# POP-UP BICYCLE PLAYGROUNDS



During the summer of 2020, AoB expanded our youth services in partnership with Youth Transformed for Life and Word On the Street. The summer expansion provided us the opportunity to build and deploy pop-up bike playgrounds; they were a smashing success. Students had fun challenging themselves and playing on the courses. We recently received a grant from Buncombe County which will enable us to add features to our pop-up playground. Throughout the summer, we'll deploy the playground into a variety of communities so that more Asheville residents experience the joys of bike riding in a fun and challenging setting.



## QUOTES FROM STUDENTS

*"It felt good to have a moment to let my internal kid come out. I am very happy I had the chance to do some exercise before leaving for college."*

—PAMELA

*"My experience at the bike ride was amazing. It brought flashbacks to when I used to ride my bike last year and how exciting it was to work hard to get somewhere. I was sweating a lot but it was worth it. I love it !! I wish I could do it again !!!"*

—KENNY

# CYCLESMArt COMMUTER CLASSES

*Let's Help Bike Commuters Get There Safely*

CycleSmart courses, taught by League of American Bicyclists certified instructors in partnership with the Blue Ride Bicycle Club, help teens and adults learn how to ride their bikes safely and efficiently in an urban setting, so they can shop, work, and play without a car (or the hassle of finding a parking space).

## Bicycle Ticket Diversion with CycleSmart

AoB partners with the Buncombe County District Attorney's office to offer the Bicycle Ticket Diversion Program, the first of its kind in NC! Commuters charged with a traffic violation while riding their bike can have their ticket and fines dismissed upon successful completion of the 3-hour CycleSmart class. This program is instrumental in our efforts to reduce economic barriers to bicycling and make it an accessible form of transportation for all income levels.



### SPONSOR A COMMUTER BIKE GIVEAWAY

**\$2,500**

We'll purchase and give away a Yuba electric-assist cargo bike in your company's name.

## RIDEWITHGPS ROUTE LIBRARY



Bike riders can access community ride routes on the AoB RideWithGPS account. Bike riders can preview before an AoB event or download turn-by-turn directions to find new routes to ride on their own. Debuted in 2019, this program helps Asheville bike riders identify safe, pre-ridden routes based on their skill level and even whether they have kids.

# CANDIDATE FORUMS, CANDIDATE QUESTIONNAIRES

*Let's Connect with Our Elected Officials*



OVER 200 PEOPLE ATTENDED THIS GET THERE EVENT

## Get There AVL

Every election cycle, Asheville on Bikes hosts Get There AVL, a public candidate forum focusing on Asheville transportation systems and issues. Our forums allow candidates to share their perspective on transportation issues in Asheville, and citizens have the opportunity to talk with each of the candidates in a relaxed, town hall setting. Our forums are well attended by both candidates and citizens.

We also survey general election candidates, asking for their thoughts on multi-modal transportation in Asheville, and publish their answers on our website.

Our Get There AVL forums draw the largest attendance of all the local candidate forums—it's clear that **our community cares about transportation** issues in Asheville.





# OUR GOALS

GIVE US YOUR INPUT ON THE MAP AREAS HIGHLIGHTED IN YELLOW!



Our proposed redesign of the West-Wayne intersection uses a traffic circle, crosswalks, and pedestrian zones to:

Slow down cars • Improve the flow of traffic • Give those on foot more space

Text "westwayne" to 555888 to leave feedback

## West Wayne

Our next project is moving and will be implemented Spring 2021 at the intersection of Westwood Place and Waynesville Ave in West Asheville.

### Goal #1

We're helping to make public spaces more accessible, safe, and functional for all users.

This is a big goal, but we are achieving it with the help of our community.

### Goal #2

We're making the case for the economic impacts of active transportation. We want to live in a city thriving with opportunities for all.

### Goal #3

We're making bicycling more accessible to all. Starting with our youth after-school programs, we're taking strides to make everyone feel welcome and represented at AoB.

# TACTICAL URBANISM

*Let's Reimagine Our Public Spaces*

## The Asheville Street Tweaks Team

Founded in 2018, the Asheville Street Tweaks Team is a collaborative effort among Asheville on Bikes, the Blue Ridge Bicycle Club, and the AARP, North Carolina, Mountain Region. We design and build improvements using tactical urbanism: smaller-scale, community-driven efforts to identify what really benefits street users. Our projects are experimental and temporary in nature. The goal is to figure out which changes stick and which ones aren't practical or useful. The entire process is community-driven and empowers community members to re-envision and rebuild their infrastructure in a way that serves them.

Our next project is moving and will be implemented Spring 2020 at the intersection of Westwood Place and Waynesville Ave in West Asheville.

*Photo credit: Justin Mitchell*



SHAPING PUBLIC SPACES FOR PEOPLE

*"In town as a tourist. Really like the implementation of a road diet and love the way you're explaining and gathering feedback."*

— PROJECT FEEDBACK



### LUNCH RIDE SPONSORSHIP

**\$500**

We can take you, your staff, or your clients on a curated urban bike tour of Asheville. We'll build a route based on your desires and participants' fitness level.

# BUILDING SMARTER INFRASTRUCTURE

*Let's Build Safer Roads*

## Our members & supporters make an impact

More than 140 citizens copied AoB on public comments opposing original plans to widen Merrimon Avenue—and NCDOT has delayed these plans to conduct further studies on how best to redesign the road. This is just one example of how the efforts of our members, sponsors, and business partners are helping us make real changes on the ground and in the community.

## WE SPEAK UP AND LOBBY DIRECTLY TO STATE & LOCAL ELECTED OFFICIALS

Advocacy means speaking up and asking for other people to take specific actions. In just our published positions, last year we published 20 times about regional or local transportation issues. This includes our candidate questionnaires, calls to public comment, and robust support for establishing COVID-safe streets and Circulator. We've spoken to Asheville City Council, we've spoken to the Multi-Modal Transportation Commission, we've spoken to the French Broad River MPO, we've spoken to local groups, we've called, we've emailed, and we've licked stamps and mailed letters to the governor. We've been to Raleigh and we've been to Washington—as lobbyists.

We evaluate each project like we see it, good or bad, and we are committed to seeing Asheville become the safest place in NC to ride a bike. Our work has been recognized by the League of American Bicyclists, who named AoB as the "Bicycle Advocacy Organization of the Year" in 2020.



*"22-year resident of Asheville.*

*AoB continues to initiate vital urban transportation restructuring historically lacking and overdue in the region. Please keep up the fight!"*

**—BIKE OF THE IRISH  
2018 PARTICIPANT**

## OTHER WAYS WE MAKE AN IMPACT:

- ❓ We attend NC Bike Lobby in Raleigh & National Bike Summit
- ❓ We speak up about threats to cyclists' safety and make sure criminal acts are addressed
- ❓ We create & share citizen question guides and letter templates for upcoming public meetings
- ❓ We're leading the charge for opposition to bicycle registration at the state level



# ANNUAL GROUP RIDES & EVENTS

*Let's ride bikes and have fun!*

Our community rides and special events are legendary, drawing 100s of participants each. They not only get people on bikes, they get people together! Our 2021 are designed to conform to pandemic restrictions.



BIKE OF THE IRISH



PUMPKIN PEDALLER

JANUARY  
Urban Scrawl

FEBRUARY  
Bike Love

MARCH  
Bike of the Irish

JUNE/JULY  
Summer Cycle

## AOB SIGNATURE EVENTS

OCTOBER  
Pumpkin Pedaller

DECEMBER  
Button Up for Bikes

ONCE A MONTH  
Well Spoken

JULY  
Asheville Gran Fondo

SEPTEMBER  
Tour de Fat  
with New Belgium Brewing

SEPTEMBER  
Fall Out

NOVEMBER  
Street Tweaks  
(Tactical Urbanism Projects) with AARP

## PARTNERSHIP EVENTS

FEBRUARY  
Bicycle Film Festival

MAY  
Strive Beyond Drive

# ANNUAL GROUP RIDES & EVENTS

CONT'D



## Bike Love

When pandemic restrictions are lifted, we'll return to our gala affair but until then AoB will host an online Bike Love silent auction which features a variety of bicycle centric products and services.

Should restrictions be lifted before the end of 2021, AoB will explore the feasibility of hosting an in person elbows to elbows Bike Love event.

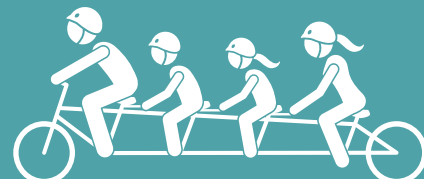
*"...these rides are one of the last authentically Asheville events, in my opinion. They feel so homegrown, grassroots, unapologetically silly, and spontaneous. Love love love."*

—AOB MEMBER

## Well Spoken

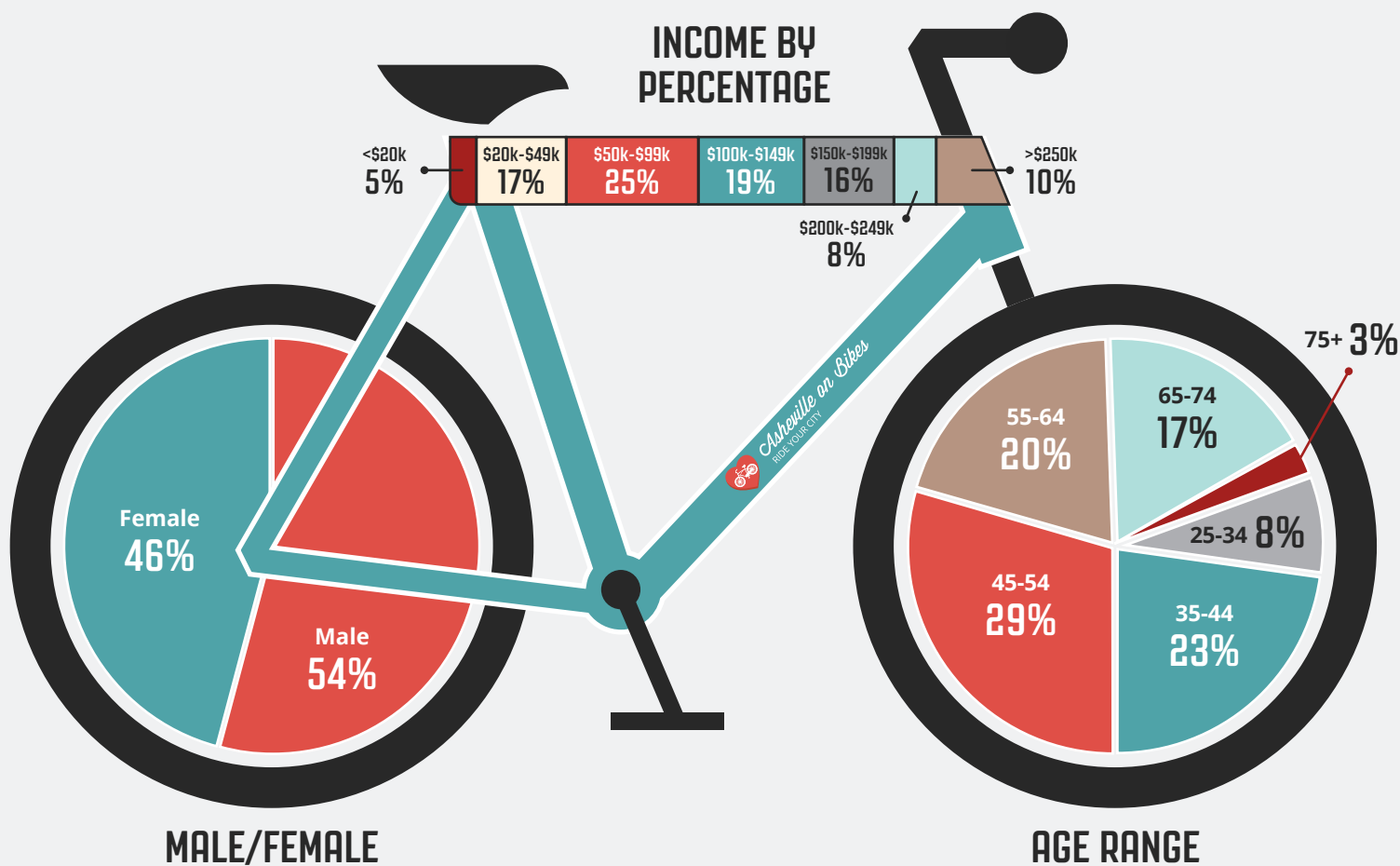
Well Spoken is an online broadcast hosted by AoB's executive director, Mike Sule and members of AoB's leadership team. The broadcast airs a minimum of once a month and includes interviews of local leaders, planners, and personalities as well as covers a variety of bicycle and transportation topics.





# MEMBERSHIP DEMOGRAPHICS

We already knew our members were a fun group committed to a better future for biking in Asheville! When we looked further, we learned that they are affluent, mostly past their 20's, and that we have a significant reach with women and families.



47%

have kids living  
in the home

11%

live in  
apartments

89%

live in single  
family dwellings

# ATTENDEE DEMOGRAPHICS

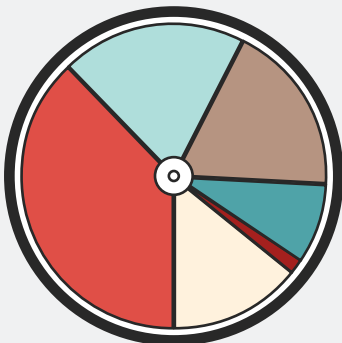
## Community Rides

AoB's community rides feature hundreds of enthusiastic riders and showcase routes that highlight the best of Asheville's bike paths, greenways, trails, and scenery. All of AoB's community rides are family friendly, free, and conform to pandemic restrictions.



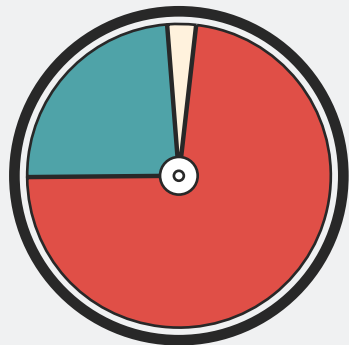
### Participant Ages

- 25-34 - 14%
- 35-44 - 38%
- 45-54 - 20%
- 55-64 - 18%
- 65-74 - 9%
- 75+ - 1%



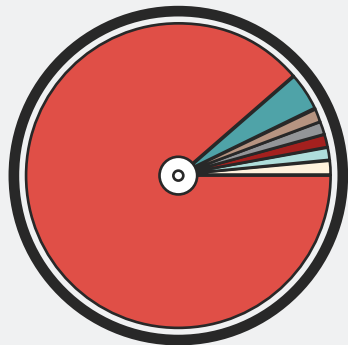
### Registered Voter?

- Yes - 73%
- No - 24%
- Unsure - 3%



### Participant Diversity

- White - 89%
- Prefer Not to Answer - 4%
- Multiracial - 1%
- Caucasian with Native American Bloodlines - 1%
- Old Dude - 1%
- Bike Racer - 1%
- Jedi Knight - 1%



# COMMUNITY ENDORSEMENTS

*"I thought it was an innovative approach to continuing a tradition in challenging times. It gave us a reason to get outside and do something different."*

*–Summer Cycle (Covid Edition) Participant*

*"I really enjoy the "choose your own adventure" aspect of it. Doing everything. At your own pace but still crossing paths with others out there enjoying the adventure."*

*–Pumpkin Pedaller (Covid Edition) Participant*

*"Way to pivot this year!"*

*–AoB Donor*



2020 AND PAST  
MOUNTAIN XPRESS  
BEST OF WINNER

**MOUNTAIN  
Xpress**  
Asheville, NC

**"Best Bicycle Group"**



## BIKE LOVE STORIES



*"I love bikes and I love Asheville on Bikes."*

*"I fell in love with my now fiancé at  
Bike of the Irish 2014!"*

*"Absolutely! I had a blast and I have other friends who did not participate this time but say they would love to next time."*

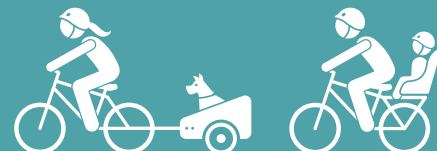
*–Summer Cycle (Covid Edition) Participant*

*"I like it, involves some planning, and we passed numerous others who were involved, so there was some amount of social aspect."*

*–Pumpkin Pedaller (Covid Edition) Participant*

*"Thanks for increasing safety and access for bicyclists and pedestrians!"*

*–AoB Donor*



## FEATURED SPONSORSHIPS

When you sponsor Asheville on Bikes, you're helping us keep up the momentum as we build a safer, happier community with a stronger economy. You have many options to get involved:



### AFTER SCHOOL BICYCLE CHAMPION

**\$20,000**

Be the reason we can expand our After School Bicycle Program to more kids in more schools.

### SPONSOR A COMMUTER BIKE GIVEAWAY

**\$2,500**

Your funds will purchase a Yuba electric-assist cargo bike, which we'll feature in an auction or giveaway with your name all over it!

### BIKE CORRAL SPONSORSHIP

**\$2,000**

AoB offers pop-up bike valet parking for a variety of community events so participants can safely park their bicycles in a corral with an attendant. Bike corrals encourage bicycle commuting, serve as a social bicycle hub, and are equipped to hold over 200 bicycles per event. You will be listed as the sole sponsor for up to 4 bike corrals for 4 hours (\$100 per additional hour).

### MOVIE SERIES SPONSORSHIP

**\$1,000**

Help us screen two public showings in Asheville of *Motherload*, the award-winning cargo bike documentary about a young mother exploring the social and environmental impacts of living in a digital "smart" everything age, and how riding cargo bikes may be a good solution to social isolation and climate change. A powerful film for anyone, especially parents.

### LUNCH RIDE SPONSORSHIP

**\$500**

We can take you, your staff, or your clients on a curated urban bike tour of Asheville. We'll build a route based on your desires and participants' fitness level.

# ANNUAL SPONSORSHIP LEVELS

	Beaucatcher \$500	Town Mtn \$1,000	Pisgah \$2,500	Mitchell \$5,000
Bicycle Film Festival Tickets	2	2	2	4
Certificate of Appreciation	✓	✓	✓	✓
Well Spoken Banner	Listing	Logo	Logo	Logo
Newsletter Logo		✓	✓	✓
Website		Listing with Link	Logo with Link	Logo with Link
Social Media Shout Out		✓	✓	✓
Member Packet Insert		Listing	Logo	Logo
Event Slide		Listing	Logo	Logo
Event Promo Materials		Listing	Logo	Logo
RideWithGPS Event Page		Listing	Logo	Logo
Emcee Shout-Out @ Well Spoken			✓	✓
Logo on Bike Ed Trailer				✓
Logo at Bike Corral				✓
ENews Spotlight				✓
Ride Welcome & Kickoff Announcement				✓
Promo Kiosk at AoB Events				✓

# 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 upright 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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*Asheville on Bikes*  
RIDE YOUR CITY