

Your Sponsorship + Our Audience = Win/Win



Asheville on Bikes

RIDE YOUR CITY

2022

SPONSORSHIP PACKET

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 2021 Asheville on Bikes (AoB) restructured our events to conform to pandemic restrictions so that we could continue to celebrate Asheville's vibrant cycling culture. As we prepare for 2022, we're committed to hosting events that prioritize public health by conforming to pandemic restrictions—but we're resolved to roll forward.

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. 15 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

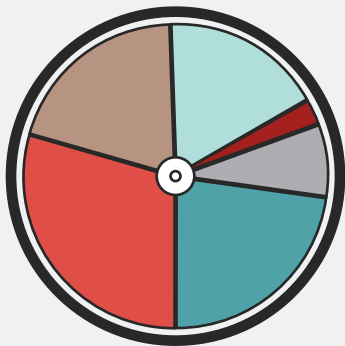
WE'VE HAD:

25,000+
Ride Participants

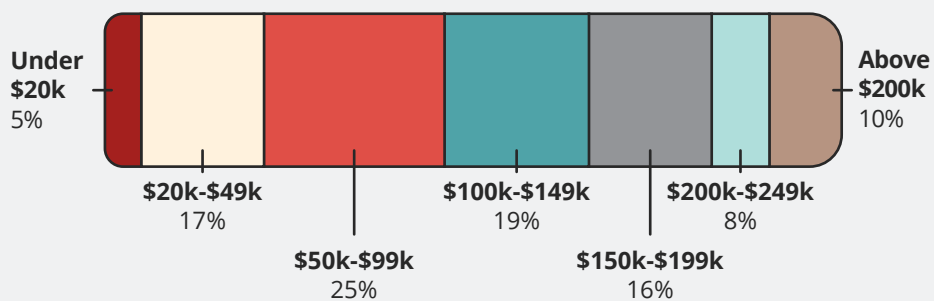
WE'RE 400+ MEMBERS STRONG

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 and Youth Transformed for Life, 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 2022.



"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

The Pop-Up Bicycle Park is AoB's latest edition to our youth programming. The pop-up bike park allows AoB to build a bicycle course just about anywhere. In 2021, AoB hosted parks along the Wilma Dykeman Greenway, at the Summer Cycle, and in Erskine Community Orchard. Throughout 2022, AoB looks forward to hosting a variety of pop-up parks in neighborhoods and events. The pop-up park is a value add to any get together.



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



\$5,000

5 POP-UP PARKS

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

In Summer 2021, the Street Tweaks Team installed a tactical urbanism project at the intersection of Waynesville Avenue and Westwood Place, behind the Walk. This project is an intersection improvement consisting of a neighborhood traffic circle, crosswalks, and other related changes.

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.

The Street Tweaks team installed a traffic circle, sidewalk extensions, cross walks, and other features at the intersection of Westwood Place and Waynesville Avenue in Summer 2021. This project is planned to last for a year and is part of our tactical urbanism work, intended to showcase a volunteer led "test - then build" process that can help our City move more quickly to safer streets accessible to all people.

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 2019, in just our published positions, 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 2022 rides & events are designed to conform to pandemic restrictions.



BIKE OF THE IRISH



PUMPKIN PEDALLER

PARTNERSHIP EVENTS

FEBRUARY & JUNE
Bicycle Film
Festival

JANUARY
Urban Scrawl

FEBRUARY
Bike Love

MARCH
Spring Out

JUNE/JULY
Summer Cycle

JULY
Asheville Gran
Fondo

MAY
Strive Beyond
Drive

AOB SIGNATURE EVENTS

OCTOBER
Pumpkin Pedaller

DECEMBER
Button Up for Bikes

ONCE A MONTH
Well Spoken

SEPTEMBER
Tour de Fat
with New Belgium Brewing

NOVEMBER
Street Tweaks
Tactical Urbanism Projects with AARP

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 2022, AoB will explore the feasibility of hosting an in person elbows to elbows Bike Love event.

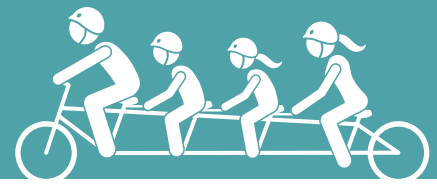
"...these rides are one of the last authentically Asheville events, in my opinion. They feel so homegrown, grassroots, unapologetically silly, and spontaneous. Love love love."

—AOB MEMBER

Well Spoken

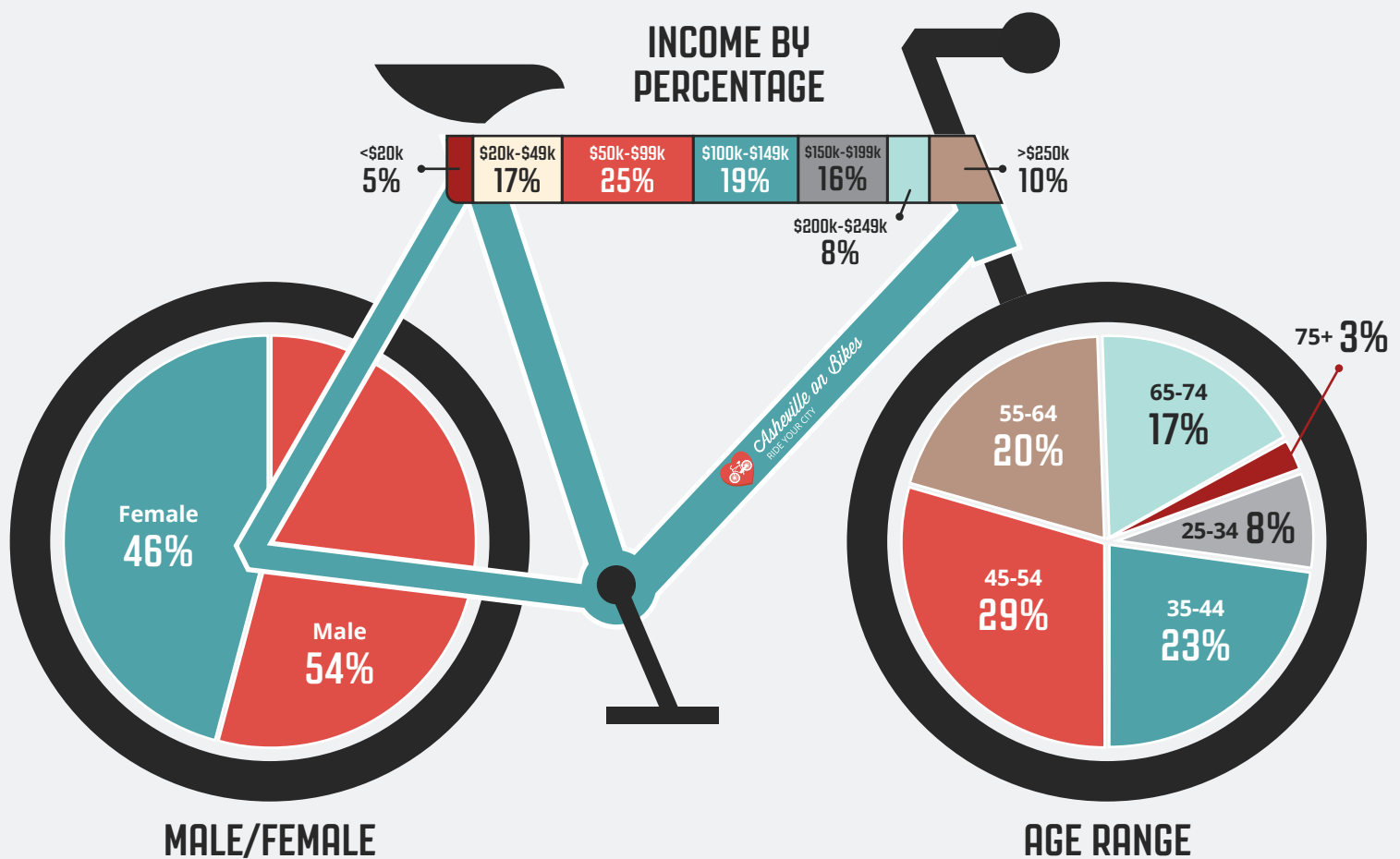
Well Spoken is an online broadcast hosted by AoB's executive director, Mike Sule and members of AoB's leadership team. The broadcast airs a minimum of once a month and includes interviews of local leaders, planners, and personalities as well as covers a variety of bicycle and transportation topics.





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

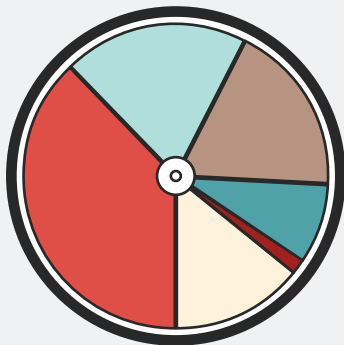
Community Rides

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.



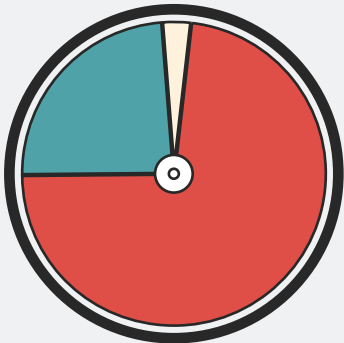
Participant Ages

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



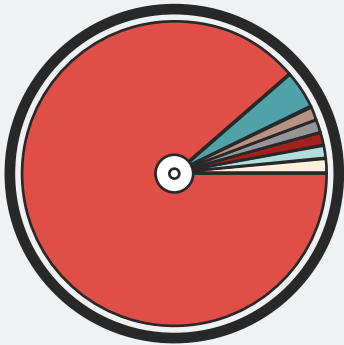
Registered Voter?

- 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."

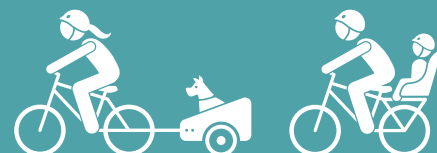
–Summer Cycle (Covid Edition) Participant

"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!

MOVIE SERIES SPONSORSHIP

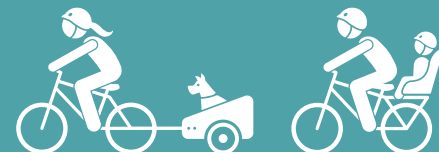
\$1,000

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.

BICYCLE FRIENDLY BUSINESS RECOGNITION SPONSORSHIP

\$500

Let us help your business become a Bicycle Friendly Business! We run a series of help sessions for businesses who want assistance applying for a Bicycle Friendly Business Award. These sessions are free, short (just an hour each), and run from May-October.



SPONSORSHIP FOR ASHEVILLE ON BIKES' BIKE VALET PROGRAM

Asheville on Bikes (AoB) is looking for a sponsor for our new bike valet program! AoB will offer pop-up bike valet parking for patrons of Rabbit Rabbit AVL, Asheville's newest outdoor concert venue. This pop-up bike valet parking will allow concert-goers to safely park their bicycles in a supervised corral capable of holding up to 200 bikes. The bike valet program will serve as a social hub for bicycle and music culture, and give bike commuters priority entry to events.

SPONSORSHIP BENEFITS

As the sole sponsor of AoB's bike valet program, you will help encourage and reward bike commuting and live music participation in Asheville. Between Spring and Summer 2022, AoB and Rabbit Rabbit have 8 bike-valeted shows scheduled (including nationally-touring headliners like Nathaniel Rateliff & the Night Sweats and Modest Mouse), with an estimated audience of 31,000+ fans. In addition to this exposure, you will receive the following benefits as a bike valet sponsor:



AOB SPONSORSHIP BENEFITS

- Listed as the presenting sponsor on AoB's bike valet event page. (AoB's website receives up to 5,000 visitors per month.)
- Listed as the bike valet sponsor in each AoB newsletter leading up to the event.
- Tagged on AoB's Instagram and Facebook accounts.
- Listed as the presenting sponsor on AoB's event slide and all bike valet staff shirts.
- Listed as presenting sponsor in AoB-created bike valet logo.

SPONSORSHIP LEVELS

We are currently offering the following sponsorship levels:

3 CORRALS - \$5,000
5 CORRALS - \$7,000
8 CORRALS - \$11,000

To discuss sponsorship, contact AoB's Executive Director, Mike Sule, at mike@ashevilleonbikes.com.

RABBIT RABBIT / ORANGE PEEL SPONSORSHIP BENEFITS

- Space for 2 banners (provided by sponsor) inside the concert gates.
- 2 pairs of GA tickets (4 total) for every sold out show and 4 pairs (8 total) for every non-sold out show.
- Logo listed on ticket for each event on both orangepeel.net and rabbitrabbitavl.com.
- Listed in subject line to one whole-list email blast for the season, announcing the bike program (an audience of 158,000 subscribers).
- Inclusion in 2 "informational" emails per show. (These emails go out to all ticket holders 2 weeks in advance and the week of the show, and contain important logistical information. They reach about 4,000 subscribers per show and have a very high open rate.)
- Branded wristband providing priority venue entry for all bike valet users. (Sponsor must provide logo and additional fee to cover printing.)

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 at Bike Valet				✓
ENews Spotlight				✓
Ride Welcome & Kickoff Announcement				✓
Promo Kiosk at AoB Events				✓

OUR SHARED AGREEMENT

Viewing this document as a digital PDF?
[Click here to fill out a Google Form.](#)

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.

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.

Viewing this document as a digital PDF?
[Click here to fill out a Google Form.](#)



Asheville on Bikes
RIDE YOUR CITY