

# Your Sponsorship + Our Audience = Win/Win



*Asheville on Bikes*

RIDE YOUR CITY

2024

SPONSORSHIP PACKET

ASHEVILLEONBIKES.COM · 1 HAYWOOD ST, 4TH FLOOR · ASHEVILLE, NC · 28801

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

## Your Sponsorship Support



Asheville on Bikes has hosted cycling-centric events and programs for the last seventeen years in Asheville. Throughout that time, our city has changed tremendously, as has our organization. In 2024, AoB looks forward to advancing the AVL Unpaved trail system, expanding our youth cycling program, continuing to advocate for complete streets, and producing a variety of dynamic events. When you sponsor an AoB event or program, you provide us with the critical resources to move our city forward. None of this is possible without your sponsorship support.

Thank you.

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:

80+  
Community Rides

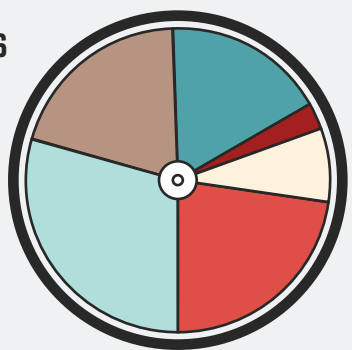
WE’VE HAD:

30,000+  
Ride Participants

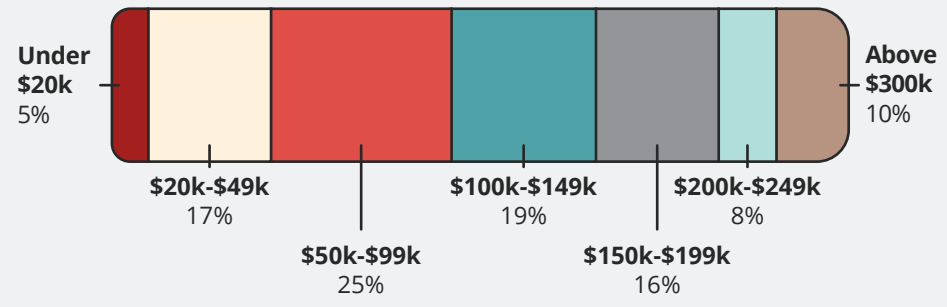
## WE’RE 400+ MEMBERS STRONG

### 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: 6,000+
- X (Twitter): 2,500+
- Facebook: 4,800+
- 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 PROGRAMS

*Let's Empower Kids to Ride with Confidence*

Bike Club has three sessions throughout the year. In the Spring and Fall, Bike Club is hosted at Asheville Middle School in partnership with In Real Life, the middle schools after-school program. In the Summer, AoB coordinates with Youth Transformed for Life, a local non-profit working in Asheville and Buncombe County with youth who are disadvantaged, assisting them to reach their personal, educational, and professional goals.

AoB coordinates with a variety of community partners to provide youth cycling experiences designed to improve access to cycling to middle school aged students. Bike Club students learn how to ride their city with knowledge, skills, and joy. Students are paired with a trained coaching team and are provided with quality bicycles, helmets, and signature vests.

The Bike Club curriculum runs six to eight weeks. In that time, students learn how to wear safety gear, operate and maintain their equipment, and navigate traffic, greenways, and trails 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 and recreation.



## 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 PARKS

AoB's coaching team brings bicycle fun into communities and events. The mobile features can be set up in a variety of ways to accommodate for unique settings and rider skill levels. Throughout 2023, AoB parks have been in a variety of places and events:

- City of Asheville's Festival of Neighborhoods at Martin Luther King Park
- Southside Reunion at Walton Street Park
- South French Broad Neighborhood's Fall Festival at Aston Park
- Pumpkin Pedaller & Summer Cycle at New Belgium Brewing
- Spring Out at Wedge at Foundation.

If you have an event or place you'd like to see a pop-up bicycle park, AoB can make it happen.



## 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



## POP-UP BIKE PARK SPONSORSHIP

1 Session = 3hrs of Programming

3 SESSIONS

**\$1,500**

5 SESSIONS

**\$7,000**

10 SESSIONS

**\$12,000**

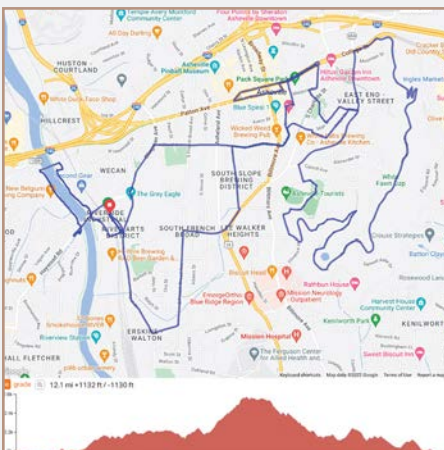
# CYCLESMART COMMUTER CLASSES

*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.



## RIDE WITH GPS 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. Each route averages 1,500 annual views. 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*



## 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.

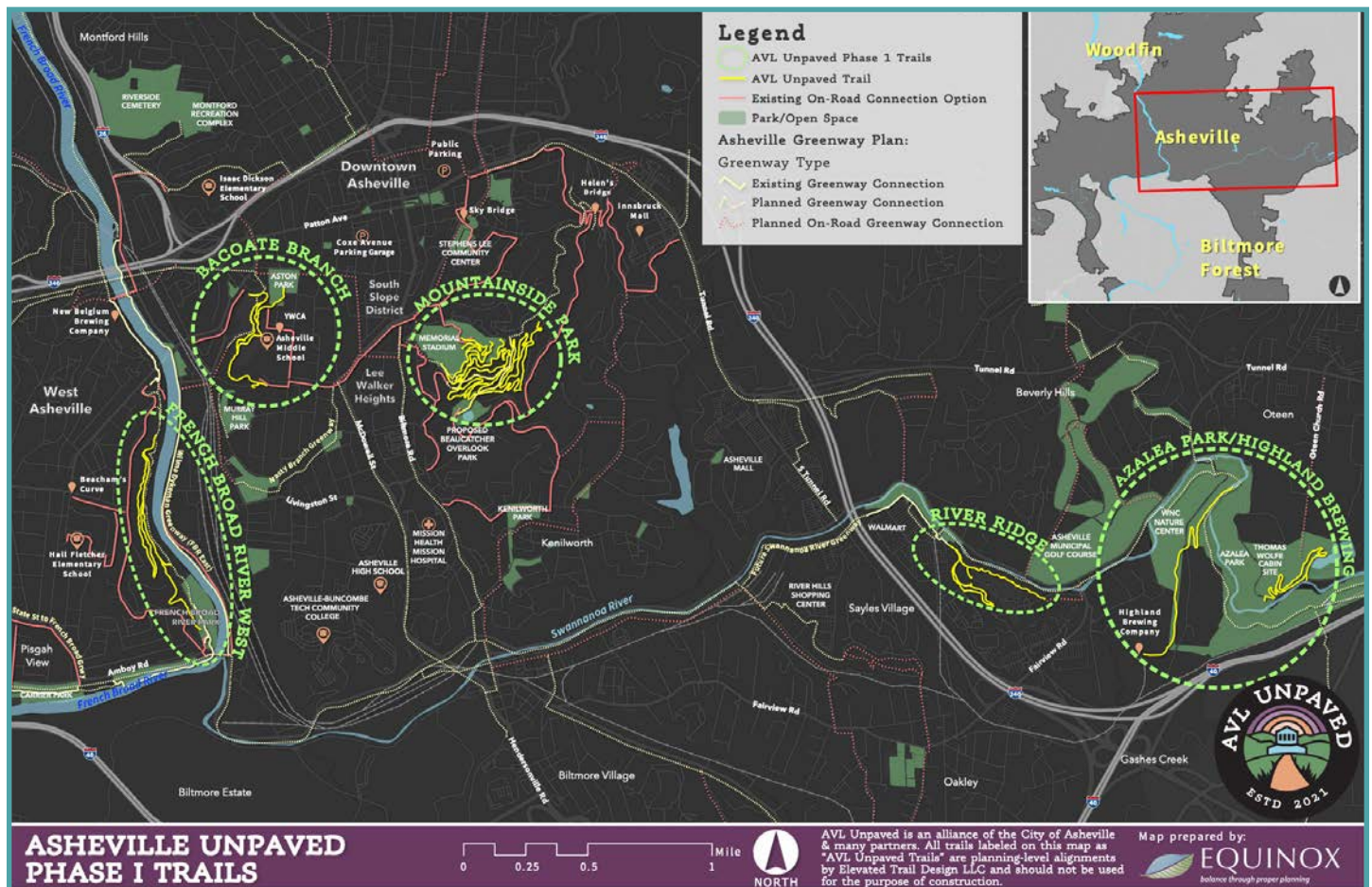
Our Get There AVL forums draw the largest attendance of all the local candidate forums—it's clear that **our community cares about transportation** issues in Asheville.







# OUR GOALS



## Asheville Unpaved

Asheville Unpaved is a community-supported initiative, led by Asheville on Bikes, Pisgah Area SORBA, and Connect Buncombe, dedicated to building a network of multi-use natural surface trails that will help Asheville-area residents and visitors connect with one another, their natural environment, and their city.

### 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.



# AVL UNPAVED

*Let's Reimagine Our Public Spaces*

AVL Unpaved Alliance led by AoB is dedicated to building three pilot natural surface trail systems to support better connections into the City's natural environments for Asheville-area residents and its visitors in 2024. Users will be able to access this unpaved trail system via greenway, sidewalks, bike lanes, transit, and trailheads, providing "front door" access to trails. AoB holds the naming rights to the phase one trials and trailhead kiosks. If you're interested in sponsoring a trail or kiosk, reach out to AoB.



*Images of AVL Unpaved Survey Team courtesy of Icon Media*



## AVL UNPAVED

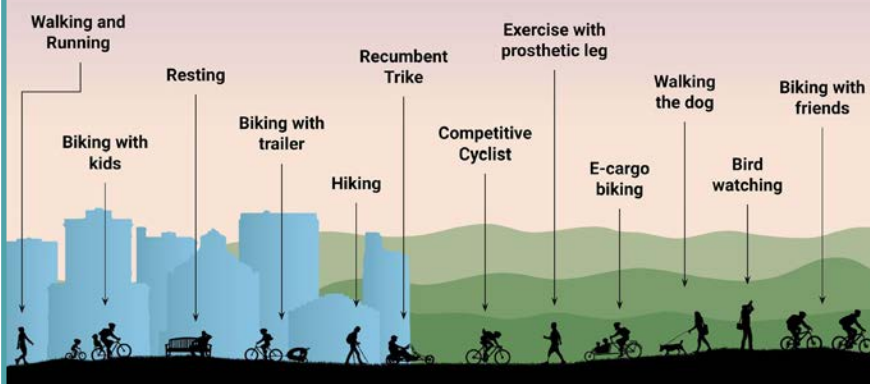
ESTD 2021

**\$500**

**LUNCH RIDE SPONSORSHIP**

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.

### Types of trail uses we support





# BUILDING SMARTER INFRASTRUCTURE

*Let's Build Safer Roads*



## Our members & supporters make an impact

In a city survey, more than 59% of citizens favored a Merrimon Avenue road diet to convert the dangerous North Asheville corridor from 4 lanes to 3, maintain 5-foot extended sidewalks, and create 5-foot bicycle lanes. Our city council approved the measure in May of 2022. 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!"*

—SPRING OUT  
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!



PUMPKIN PEDALLER

SPRING OUT

## AOB SIGNATURE EVENTS

FEBRUARY

Bike Love

MARCH

Spring Out

MAY / NOVEMBER

Bike Valet

YEAR-ROUND

Pop-up Bike Parks

JUNE/JULY

Summer Cycle

OCTOBER

Pumpkin Pedaller

DECEMBER

Button Up for Bikes

## PARTNERSHIP EVENTS

FEBRUARY & JUNE

Bicycle Film  
Festival

MAY

Strive  
Beyond Drive

JULY

Asheville  
Gran Fondo

SEPTEMBER

Tour de Fat  
with New Belgium Brewing



# ANNUAL GROUP RIDES & EVENTS

CONT'D



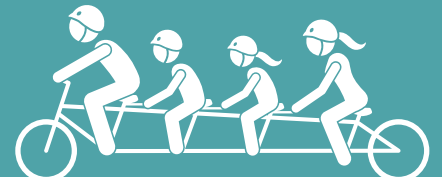
## Bike Love

Bike Love is a festive AoB benefit gala held each February at Highland Brewery as we emerge from cold winter days spent indoors. Bike Love celebrates the cycling community and what we can accomplish together, and tickets are set at an affordable price point. We gather to dine and dance to live music, and screen a slideshow of member-submitted photos from events and rides throughout the year. Past events have included a commuter bicycle giveaway raffle, a silent auction full for bicycle gear, and a bicycle advocacy showcase.

*"...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."*

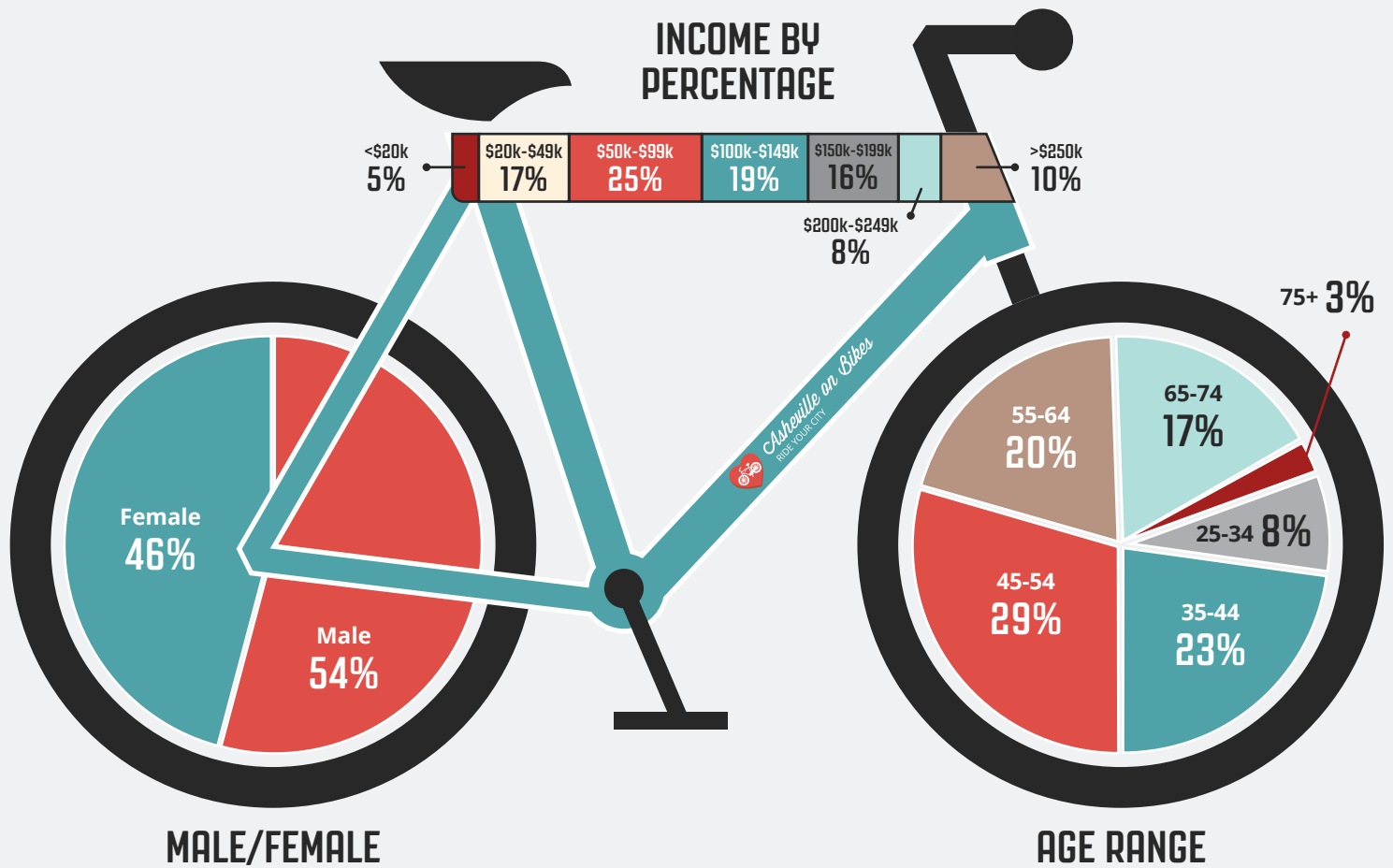
—AOB MEMBER





# 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



# EVENT ATTENDEE DEMOGRAPHICS

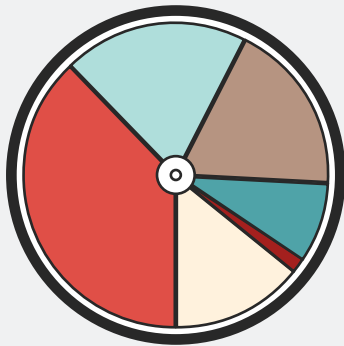
## Community Rides

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.



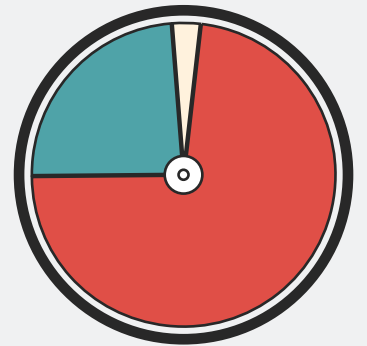
### Participant Ages

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



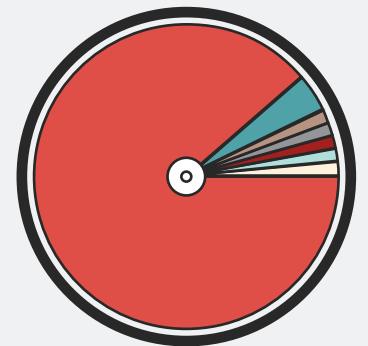
### Registered Voter?

- 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

*“As someone new to Asheville, AoB has created countless connections to fast friends who appreciate bikes and building community.”*

—2023 AoB Volunteer

*“One of my favorite things about AoB rides is riding new roads/routes that I’ve never ridden before - even after 27 years of riding my bike in Asheville!”*

—Longtime AoB Member

*“The best thing about volunteering with AoB is all fun while meeting new people who are also interested in supporting a great cause!”*

*I love volunteering for AoB and I’d be glad to volunteer for other AoB events!”*

—2023 AoB Volunteer



## BIKE LOVE STORIES



*“I love bikes and I love Asheville on Bikes.”*

*“I fell in love with my now fiancé at Spring Out 2014!”*

*“Love everything y’all do- particularly the advocacy work and the community rides. I always ride more frequently after them because they give me confidence!”*

—Pumpkin Pedaller ‘23 Participant

*“My most memorable AoB experience was my first Pumpkin Pedaller ride; it was such fun with folks in costume, music, perfect fall weather and a beautiful route. I fell in LOVE with AVL that day!”*

—2015 - 2024 AoB Member

*“I brought three friends who have never attended an event, and all are planning to join again.”*

—Pumpkin Pedaller ‘23 Participant

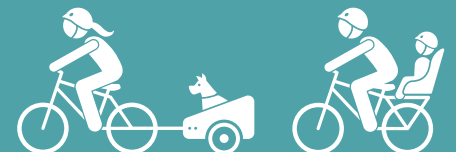


2020 AND PAST  
MOUNTAIN XPRESS  
BEST OF WINNER

MOUNTAIN  
**Xpress**  
Asheville, NC

“Best Bicycle Group”





# 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!

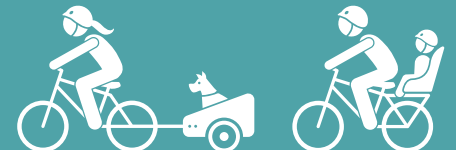
## BICYCLE FRIENDLY BUSINESS RECOGNITION SPONSORSHIP

\$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.







# FEATURED SPONSORSHIPS

CONT'D



## BICYCLE FILM FESTIVAL

\$2,000

Bicycle Film Festival is an international phenomenon produced by Brendt Barbur, Founding Festival Director. Barbur was compelled to start the Bicycle Film Festival after he was hit by a bus while riding his bike in New York City. He insisted on turning his negative experience into a positive one.

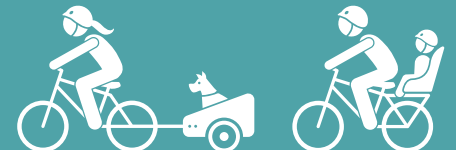
In 2001 Barbur started the Bicycle Film Festival as a platform to celebrate the bicycle through music, art and, of course, film.

The Bicycle Film Festival has been a major catalyst for the bike movement, one of the most powerful and culturally relevant forces of the last decade.

The BFF has held events in over 100 cities worldwide to an accumulated audience of over 1 million people.

The BFF offers both a streaming and in person showing. In 2023, Rabbit Rabbit hosted the BFF.





# 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 a variety of Asheville events including (but not excluding):

- Get in Gear Fest
- Downtown After 5
- AVL Fest
- Events at the Orange Peel, Rabbit Rabbit, & The Outpost.

This pop-up bike valet parking will allow event-goers to safely park their bicycles in a supervised corral capable of holding up to 200+ bikes. The valet works just like a coat check. AoB staff greets riders, checks in their bikes, and returns bikes to riders at the end of the event.

The bike valets are more than just bicycle parking. They serve as a bicycle social hub where people gather and socialize before the main event.

Bicycle valets can be set up in a variety of locations. We can park 200 bicycles in the same space that's allocated for 10 cars. Bike valets maximize parking at events.

For each event AoB creates a route via AoB's Ride With GPS library to the event or venue so that participants can select a preferred route.

## 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](mailto:mike@ashevilleonbikes.com).



## BIKE VALET 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.
- Listed as the bike valet sponsor on AoB's Ride With GPS event. (AoB's Ride With GPS receives 1500+ views / 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.

# ANNUAL SPONSORSHIP LEVELS

	<b>Beaucatcher \$500</b>	<b>Town Mtn \$1,200</b>	<b>Pisgah \$3,000</b>	<b>Mitchell \$6,000</b>
<b>Bike Love &amp; Special Event Tickets</b>	2	2	4	6
Listed as presenting sponsor at either Bike Love or signature ride				✓
Logo at Bike Valets				✓
RideWithGPS Event Page for Signature Rides			✓	Logo
Newsletter Logo			✓	✓
E-news Spotlight			✓	✓
<b>Website</b>	<b>Listing</b>	<b>Listing with Link</b>	<b>Logo with Link</b>	<b>Logo with Link</b>
<b>Promo Kiosk at AoB Event</b>		<b>1 Ride</b>	<b>3 Rides</b>	<b>3 Rides</b>
<b>Social Media Shoutouts</b>			✓	✓
<b>Event Posters / Graphics</b>		<b>Listing</b>	<b>Logo</b>	<b>Logo</b>
<b>Emcee's Shoutout at events</b>	✓	✓	✓	✓



# 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 [abby@ashevilleonbikes.com](mailto:abby@ashevilleonbikes.com).

### 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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[Click here to fill out a Google Form.](#)



*Asheville on Bikes*  
RIDE YOUR CITY