



# *Asheville on Bikes*

RIDE YOUR CITY



**Your Sponsorship +  
Our Audience = Win/Win**

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 (AoB) has been at the heart of Asheville's transformation into a truly active city for nearly two decades. Our events, programs, and advocacy invite people to experience their community in new ways. From community rides to citywide celebrations, AoB creates opportunities for residents and visitors to connect, explore, and celebrate Asheville's unique culture.

In 2026, our mission remains clear: to make Asheville safer, more accessible, and more vibrant for everyone. Sponsorship of AoB fuels this vision. It powers high-impact events that showcase our city's character while advancing year-round advocacy for safe streets, expanded greenways, trails, and a transportation network that prioritizes the safe movement of people.

Your partnership doesn't just support programs—it activates community, strengthens Asheville's identity as an outdoor city, and helps create a future where movement is safe, joyful, and accessible for all. Thank you for joining us in shaping a thriving Asheville.

Mike Sule  
Asheville on Bikes, *Executive Director*



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*Asheville on Bikes cultivates the culture  
of urban and commuter riding through  
advocacy, education, and education because  
we believe that cycling has a direct impact  
on the health of our community.*

AOB'S MISSION STATEMENT



# 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 valets, and many emails to city and county staff. 19 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:

85+  
Community Rides

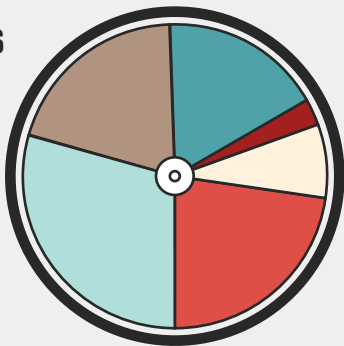
WE'VE HAD:

30,000+  
Ride Participants

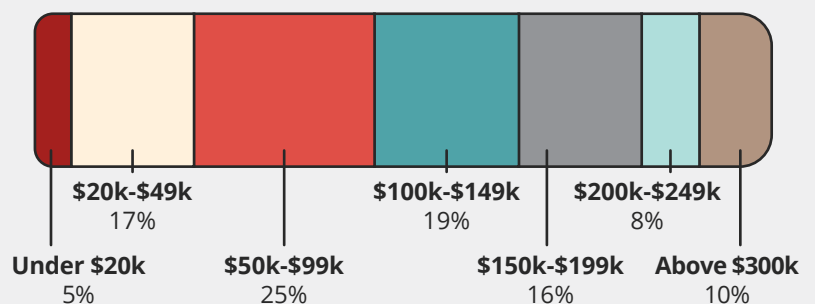
## WE'RE 400+ MEMBERS STRONG

### 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: 7,000+



X (Twitter): 2,500+



Facebook: 5,000+



E-Newsletter: 2,500+

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

—AOB RIDE PARTICIPANT



# SIGNATURE EVENTS

*Let's ride bikes and have fun!*

Our community rides and special events are legendary, drawing several hundreds of participants each. They not only get people on bikes, they get people together!

## AOB SIGNATURE EVENTS

FEBRUARY  
Bike Love

MARCH  
Spring Out

JUNE/JULY  
Summer Cycle

OCTOBER  
Pumpkin Pedaller



*"I loved the community and thank you for providing safe routes to ride through the city."*

—PUMPKIN PEDALLER '24 PARTICIPANT

## PARTNERSHIP EVENTS

FEBRUARY & JUNE  
Bicycle Film Festival

MAY  
Strive Beyond Drive

JULY  
Asheville Gran Fondo

SEPTEMBER  
Tour de Fat  
with New Belgium Brewing





# SIGNATURE EVENTS

CONT'D



## Bike Love

Bike Love is Asheville on Bikes' signature celebration of all things pedal-powered — a night where cycling passions stir and the community comes alive. Hosted at Burial Brewing's Eulogy, Bike Love blends live music, a late-night DJ set, and a one-of-a-kind silent auction and raffle that fuels AoB's mission. It's where riders, advocates, urbanists, dreamers, commuters, and rabble-rousers gather under one roof to connect, celebrate, and ignite momentum for safer streets and a more joyful Asheville.

*"...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





# SIGNATURE EVENT SPONSORSHIP LEVELS

Signature events include Spring Out, Summer Cycle, Pumpkin Pedaller, & Bike Love.

	<b>Mitchell \$6,000</b>	<b>Pisgah \$3,000</b>	<b>Town Mtn \$1,200</b>	<b>Beaucatcher \$500</b>
<b>Bike Love &amp; Special Event Tickets</b>	6	4	2	2
<b>Listed as presenting sponsor at a community ride on the kiosk &amp; archway.</b>	✓			
<b>Logo included on archway vertical supports at community rides</b>	✓	✓		
<b>Logo at Bike Valets</b>	✓			
<b>RideWithGPS Event Page for Signature Rides</b>	Logo			
<b>Newsletter Logo</b>	✓	✓		
<b>E-news Spotlight</b>	✓	✓		
<b>Website</b>	Logo with Link	Logo with Link	Listing with Link	Listing with Link
<b>Included at AoB Kiosks</b>	3 Rides	3 Ride	1 Rides	
<b>Social Media Shoutouts</b>	✓ with Logo	✓ with Logo	✓	✓
<b>Event Posters/Graphics</b>	Logo	Logo	Listing	
<b>Emcee's Shoutout at Events</b>	✓	✓	✓	✓

# 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
- Forestry Camp
- Bike In Cinema at New Belgium Brewing
- Asheville Community Concert with Steep Canyon Rangers
- AVL Fest
- Events at the Orange Peel, Asheville Yards, & The Outpost
- Asheville Farmers' Markets.

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.

*"I'm an organizer for a similar type of org in Johnson City and we take a lot of inspiration from you for how we run our bike valets here"*

—'25 BIKE VALET USER



## SPONSORSHIP LEVELS

8 CORRALS

**\$11,000**

5 CORRALS

**\$7,000**

3 CORRALS

**\$5,000**

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.
- ✓ Premium visibility on the bike valet kiosk poster — the first and last touchpoint for every rider using the valet.





# BIKE VALET PROGRAM

CONT'D

AoB's bike valet is a highly visible service that welcomes people who arrive by bike and provides secure, staffed parking throughout events. Presenting sponsors are featured directly on the bike valet kiosk — the first and last touchpoint for hundreds of riders — with prominent space to promote their brand, services, and offers.

Sponsors can use this space for a QR code linking to their website, a special offer for riders, or even a suggested bike route to their business. AoB collaborates with each presenting sponsor to design a custom kiosk poster that aligns with their goals and engages the cycling audience.


*Asheville on Bikes*

# Bike Valet

PRESENTED BY:



Your Logo Here

**VALET OPENS**

## 5:00 PM

**VALET CLOSES**

## 9:00 PM


**OUR PRESENTING SPONSOR**

Presenting Sponsor Name  
 70 City County Plz, Asheville, NC 28801  
 HOURS: Mon–Fri: 8:30 AM–5PM  
 Saturday: 9:00 AM–5PM  
 Sunday: CLOSED



Scan to learn more about our presenting sponsor

**SAFE HABITS OF RIDING**



**Wear a Helmet**



**Ride with Front & Rear Lights**



**Use Hand Signals**

**CONNECT WITH ASHEVILLE ON BIKES**



AoB Events



Upcoming Bike Valets



AoB Projects

Visit [www.AshevilleOnBikes.com](http://www.AshevilleOnBikes.com) to Learn More and Get Involved

# RIDE YOUR CITY

Ride Your City is your chance to explore our vibrant downtown, support local businesses, and connect with fellow cyclists in a welcoming atmosphere. This ride is held on Thursdays throughout the year and promises an evening of fun, exploration, and community spirit.

## SPONSORSHIP LEVELS

7 RIDES

**\$7,000**

5 RIDES

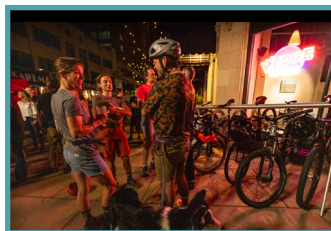
**\$5,000**

3 RIDES

**\$2,000**

### RIDE YOUR CITY SPONSORSHIP BENEFITS

- ✓ Listed as presenting sponsor w/ logo on:
  - Ride Your City event webpage
  - Ride Your City event kiosk
  - Ride Your City social media & newsletter promotions
  - Ride Your City Ride With GPS event page
- ✓ Bike Love Tickets



## What Does the Ride Look Like?

Each ride follows the same schedule, with new venues featured every time. Follow the event on Facebook or sign up for our email newsletter for updates.

### GATHER 5:30 PM – 6:00 PM

Participants will meet at a designated location in downtown Asheville. Here, AoB hosts will introduce the evening's participating businesses and help groups form based on where they'd like to go.

### VENUE 6:15 PM – 7:00 PM

After a short ride through the city, each group will arrive at their chosen venue. At each location, an AoB bike valet will be ready to assist, allowing participants to enjoy their time without worrying about their bikes.

### CULMINATE 7:15 PM – 9:00 PM

Following their visit, participants will hop back on their bikes for another ride around the city, culminating at a final venue where the fun continues.

*\*Ride times and dates can be adjusted to accommodate the seasons and experiences.*



# 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. Since 2023, AoB parks have been in a variety of places and events:

- AoB Signature Rides - Spring Out, Summer Cycle, & Pumpkin Pedaller
- Asheville Yard's Social Spoke
- Festival of Neighbors
- Asheville & Brevard Middle School
- Aston Park Community Day

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

10 SESSIONS

**\$12,000**

5 SESSIONS

**\$7,000**

3 SESSIONS

**\$1,500**

# YOUTH CYCLING PROGRAMS

## *Bike Club: Building Confident Young Riders*

Bike Club is Asheville on Bikes' flagship youth program and a cornerstone of the Asheville City Schools Foundation's *In Real Life* afterschool initiative. We are proud to be the longest-running *In Real Life* program partner and the longest-running youth afterschool bicycle program in North Carolina.

Bike Club operates in three sessions each year:

- **Spring & Fall:** Hosted at Asheville Middle School in partnership with the Asheville City Schools Foundation.
- **Summer:** Coordinated with *Youth Transformed for Life*, a local nonprofit supporting youth in Asheville and Buncombe County in achieving their personal, educational, and professional goals.

*"For almost 15 years, AoB has joined In Real Life After-School in our mission to do whatever it takes and to provide opportunities for students to live a curious life. AOB coaches show up every week engaging students with fun, getting them exploring their community, and loving bikes."*

— GREGORY HALL, DIRECTOR, IRL AFTER-SCHOOL

Through collaboration with a variety of community partners, Bike Club is designed to expand cycling access and skills for middle school students. Each participant is paired with a trained coach and provided a quality bike, helmet, and signature vest. Over six to eight weeks, students learn to:

- Ride confidently and safely on city streets, greenways, and trails
- Maintain and operate their equipment
- Use a bike for both recreation and transportation

Bike Club blends practical education with plenty of safe riding experiences, ensuring every student gains confidence, skills, and joy on two wheels—while seeing their community from a new perspective.



## BIKE CLUB

**\$20,000**

Underwrite the expansion of AoB's after-school bicycle program, so we can reach more students in 2026.

### BIKE CLUB SPONSORSHIP BENEFITS

- ✓ Listed as presenting sponsor w/ logo on:
  - Bike Club webpage
  - Bike Club social media & newsletter promotions
  - Bike Club shirts
- ✓ Bike Love Tickets





# SMART CYCLING COMMUTER CLASSES

*Let's Help Bike Commuters Get There Safely*

Whether you're new to city cycling or looking to sharpen your skills, our Smart Cycling (Traffic Skills 101) class—brought to you by AoB's certified [League of American Bicyclists](#) coaches—teaches students of all ages how to ride safely, predictably, and with ease.

Smart Cycling is a 5 hour program, includes both classroom and cycling segments, and can be catered to include e-biking. The class can accommodate up to 12 students / session.



## SPONSORSHIP LEVELS

5 CLASSES

**\$3,300**

3 CLASSES

**\$2,000**

1 CLASS

**\$700**

### SMART CYCLING SPONSORSHIP BENEFITS

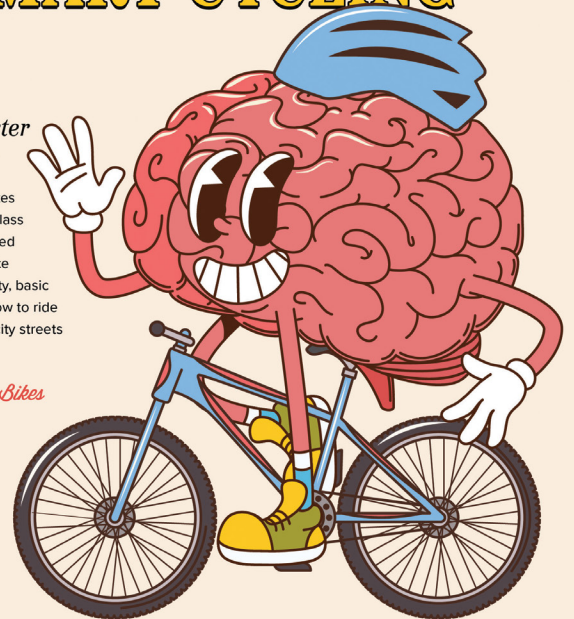
- ✓ Listed as presenting sponsor w/ logo on:
  - Smart Cycling event webpage
  - Smart Cycling posters
  - Smart Cycling social media & newsletter promotions
  - Smart Cycling welcome slide at each class
- ✓ Bike Love Tickets

## Ride Confidently with SMART CYCLING

Want to ride  
safer & smarter  
in Asheville?

Join Asheville on Bikes  
for a fun, hands-on class  
led by League-certified  
instructors. Learn bike  
handling, traffic safety, basic  
maintenance, and how to ride  
with confidence on city streets  
—all in one day!

 Asheville on Bikes



**FREE!**

### REGISTER for a SMART CYCLING CLASS

Classes held at The Collider - 1 Haywood St, Asheville, NC 28801

**June 28, 2025 10:30am – 5:30pm**

Focus on bike skill development and riding on city streets

**July 19, 2025 10:30am – 5:30pm**

Focus on e-bike riders, and learning how to ride their child to school



SCAN FOR MORE INFO  
& TO REGISTER

# OUR GOALS

## Goal #1

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

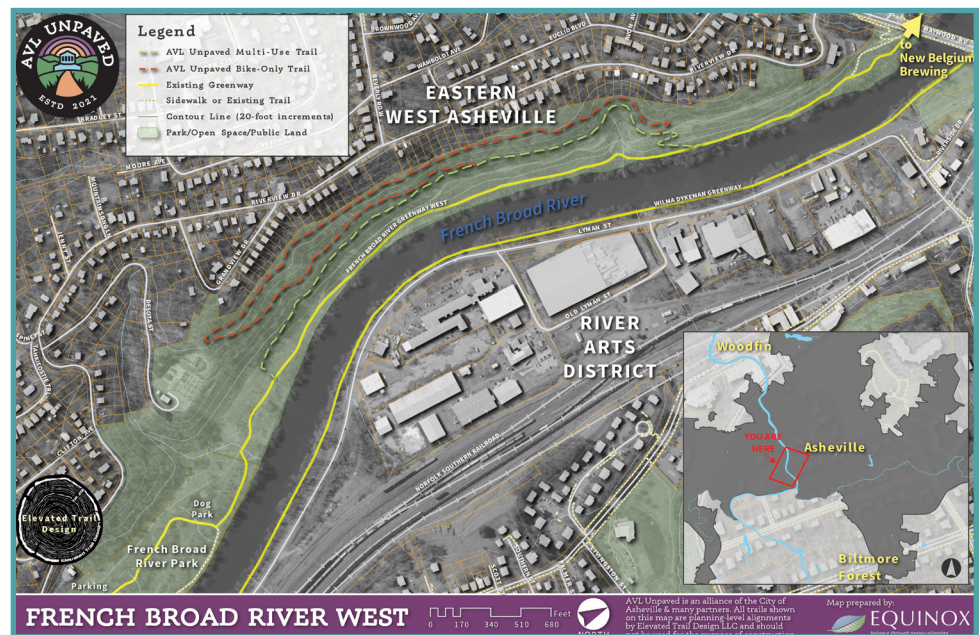
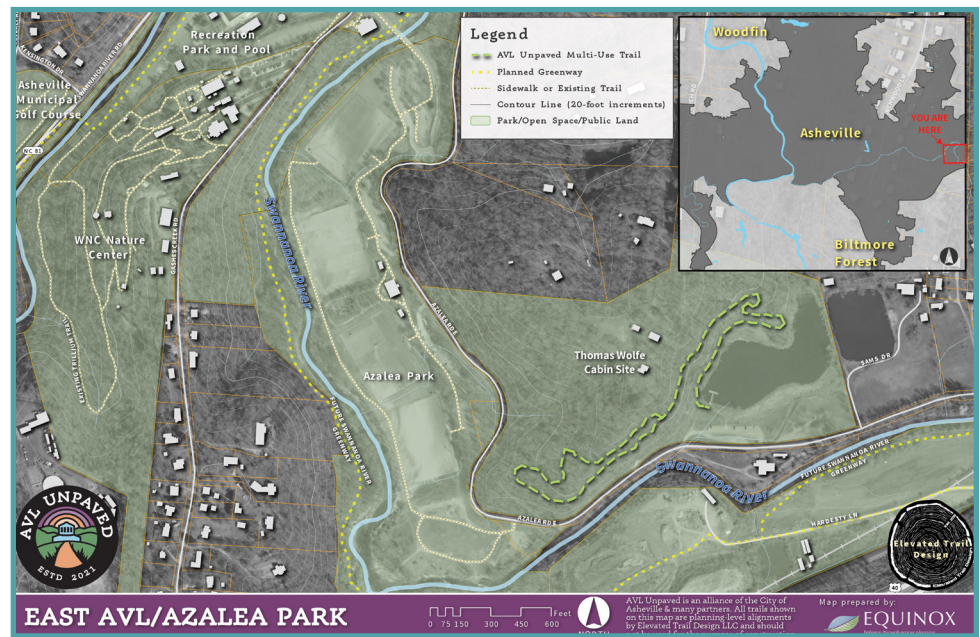
This is a big goal, but we are achieving it with the help of our community.

## 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.



## 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.



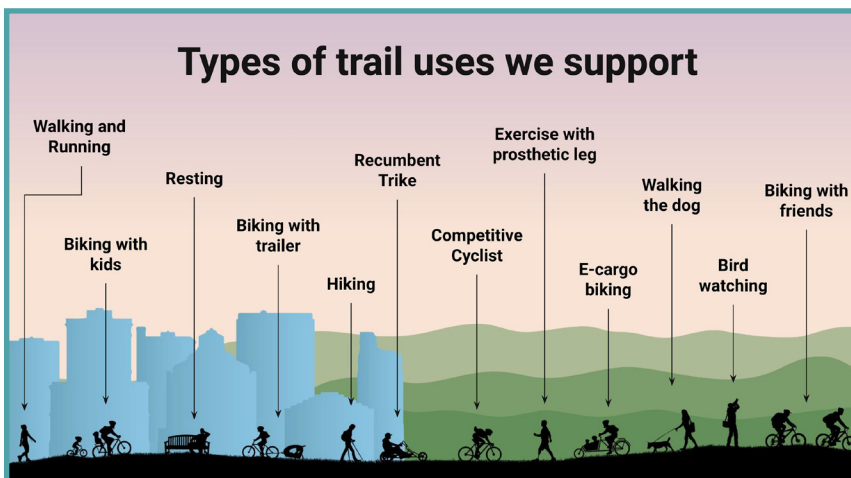
# AVL UNPAVED

*Let's Reimagine Our Public Spaces*



*Above images of AVL Unpaved Survey Team courtesy of Icon Media*

AVL Unpaved Alliance led by AoB is dedicated to building two pilot natural surface trail systems to support better connections into the City's natural environments for Asheville-area residents and its visitors in 2026. 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 trails and trailhead kiosks. If you're interested in sponsoring a trail or kiosk for three years, reach out to AoB.



**AVL  
UNPAVED**  
ESTD 2021

# AVL UNPAVED

CONT'D

*Let's Reimagine Our Public Spaces*

## AVL Unpaved Naming Rights

Demonstrate your leadership in building an active city that values easy access to the natural world for all to enjoy. By securing naming rights, your organization will be recognized as a champion of Asheville's growing trail network and its vision for safe, accessible outdoor spaces.

All trail and feature names require Asheville City Council approval, ensuring alignment with community values. Each naming sponsorship includes a three-year term of recognition.

Naming Opportunity	Sponsorship Level	Availability
Trail Naming Rights	\$30,000	3 available
Trailhead Kiosk Naming	\$10,000	2 available
Bench Naming	\$7,000	4 available
Bicycle Fix-It Station Naming	\$7,000	2 available

## AVL Unpaved Donor Wall at Trailhead Kiosk

Be recognized as a champion of Asheville's outdoor future. All donors at these levels will be celebrated on the AVL Unpaved website, Ride with GPS maps, and prominently at trailhead kiosks. Your gift demonstrates leadership in building a connected trail network that ensures **safe, easy access to the natural world for all.**

Together, Trailblazers and Pathfinders form the foundation of a healthier, more connected Asheville.

Giving Level	Recognition
Trailblazer— \$5,000+	Your name or organization featured prominently on the AVL Unpaved Donor Wall.
Pathfinder— \$2,500+	Your name or organization listed with distinction on the AVL Unpaved Donor Wall.



# BUILDING SMARTER INFRASTRUCTURE

*Let's Build Safer Roads*

## I-26 Complete Street Design

Advocacy means speaking up and inspiring others to take specific actions. Asheville on Bikes (AoB) actively champions investments in complete streets, greenways, and trails to improve safety, accessibility, and mobility for all.

We collaborate with community members, the City of Asheville, and the North Carolina Department of Transportation to advance safety. The Merrimon Avenue project resulted in:

- **A decrease in total collisions (down 23%)**
- **A decrease in collisions with injuries (down 30%)**
- **A decrease in motor vehicle speeds (down 3-5 mph)**
- **A shift in remaining crashes from frontal crashes to rear end crashes (frontal crashes down 55%)**
- **An increase in cycling use on the corridor (up 269%)**
- **A minimal increase in travel times for cars (up 2-14 seconds)**

We are coordinating with the North Carolina Department of Transportation and the City of Asheville on the I-26 Connector and the Haywood Rd resurfacing to ensure active transportation facilities are prioritized.

Our advocacy extends to ongoing projects like the College & Patton Avenues and AVL Unpaved, as well as the Hellbender Regional Trail. As we rebuild transportation systems along the Swannanoa and French Broad Rivers, AoB is pushing for the inclusion of greenways and trails to establish regional active connections,

We've made our voices heard at Asheville City Council meetings, the Multi-Modal Transportation Commission, and the French Broad River MPO. We've engaged local groups, written letters to the governor, and taken our advocacy to Raleigh and Washington, D.C. as lobbyists. From calls and emails to stamped letters, we leave no stone unturned in our efforts to make Asheville the safest place in North Carolina to ride a bike.

Our dedication has not gone unnoticed. In 2020, the League of American Bicyclists named Asheville on Bikes the "Bicycle Advocacy Organization of the Year" and in 2025 our quick build project was recognized by National Association of City Transportation Officials in their recent publication, "Designing Streets for Kids."



*"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 create & share citizen question guides and letter templates for upcoming public meetings
- ✓ We speak up about threats to cyclists' safety and make sure criminal acts are addressed
- ✓ We're leading the charge to establish natural surface trails throughout our city that connect to the Hellbender Regional Trail.

# CANDIDATE FORUMS, CANDIDATE QUESTIONNAIRES

*Let's Connect with Our Elected Officials*



## Get There Asheville

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.



PRESENTING SPONSOR

**\$2,500**

SUPPORTING SPONSOR  
(TOTAL OF SIX)

**\$500**

Get There Asheville sponsors' logos are included on all event publications and promotions of the event, including the event webpage, newsletter, and Instagram, Facebook, and print materials.



# ROUTE PLANS & RIDE GUIDES

*Put your business on the map—literally*

Asheville on Bikes now offers **custom Ride With GPS experiences** designed to bring customers directly to your door while showcasing the best of Asheville. Visitors can easily download curated routes with **turn-by-turn directions** that highlight your location as part of an unforgettable Asheville experience.

With custom ride guides, your business becomes a **destination for active travelers and locals alike**. Whether it's a scenic coffee ride, a family-friendly park loop, or a tour of public art and historic landmarks, your brand is integrated into experiences that spark exploration, connection, and repeat visits.



## WHY IT WORKS

- **Increased Foot Traffic:** Position your business as a must-visit stop for tourists and locals.
- **Brand Alignment:** Associate your brand with Asheville's outdoor culture and healthy, active living.
- **Lasting Visibility:** Your business is featured on Ride With GPS maps that visitors use and share long after their trip.
- **Community Impact:** Support AoB's mission to create a safer, more connected Asheville—while boosting your business.

Turn every ride into a reason to stop by. Partner with Asheville on Bikes and transform the way visitors experience our city—and your business.

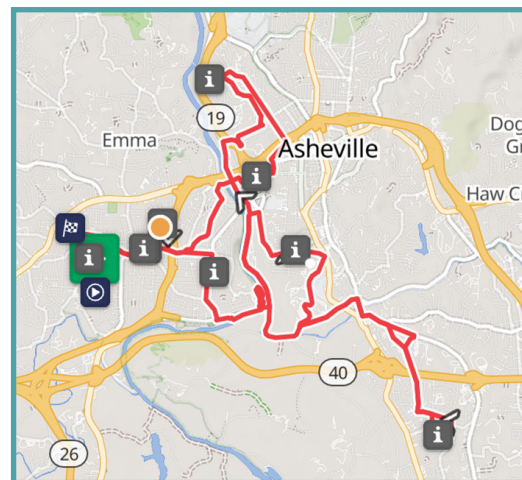
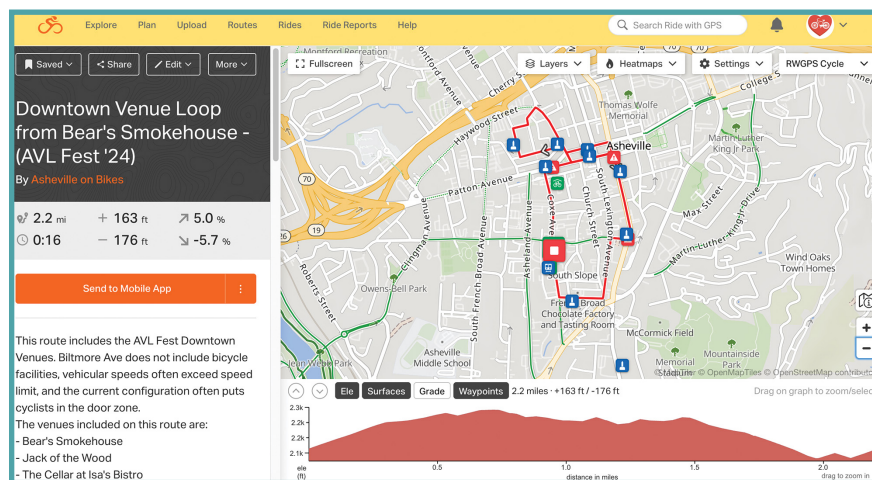




# ROUTE PLANS & RIDE GUIDES

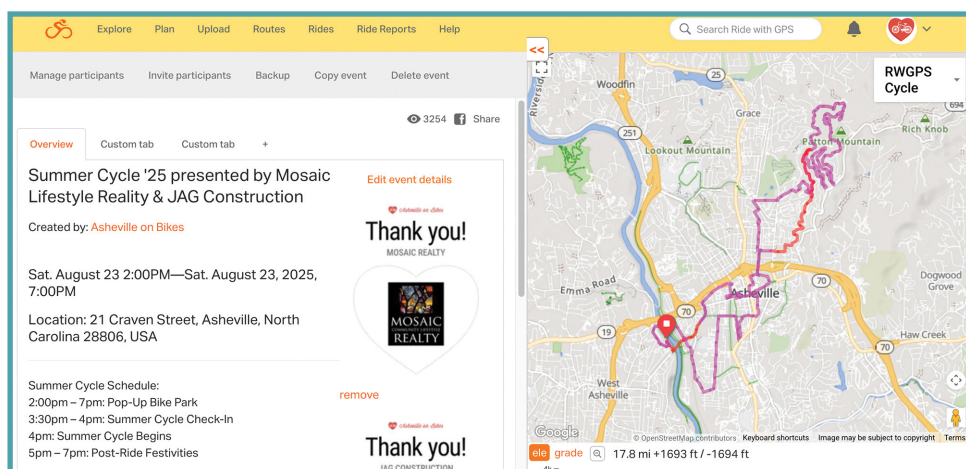
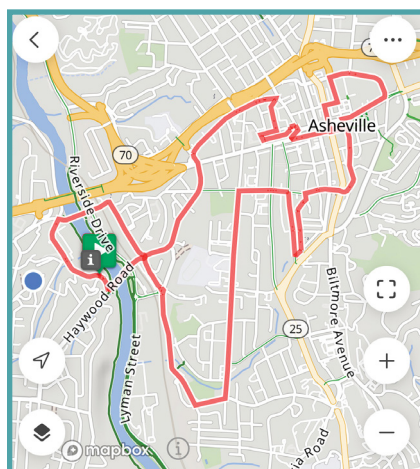
CONT'D

*Put your business on the map—literally*



## RIDE WITH GPS ROUTE LIBRARY

Bike riders can access community ride routes on the AoB Ride With GPS 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.





# BICYCLE FRIENDLY BUSINESS CERTIFICATION CONSULTING

*Helping businesses welcome and support people who bike.*

Position your business as a leader in Asheville's active, outdoor culture. Asheville once boasted the **highest concentration of Bicycle Friendly Business (BFB) certifications in the state**—a distinction sparked by Asheville on Bikes' leadership. Now, we're relaunching this successful program to help local businesses stand out, attract employees and customers while supporting a healthier, more connected city.

Through our **BFB Certification Consulting**, AoB will:

- Meet with your team to assess your current bicycle-friendly assets and opportunities.
- Provide **tailored recommendations** to improve your facilities, policies, and culture.
- Oversee the **application process** to the League of American Bicyclists, ensuring a smooth path to certification.



## WHY IT WORKS

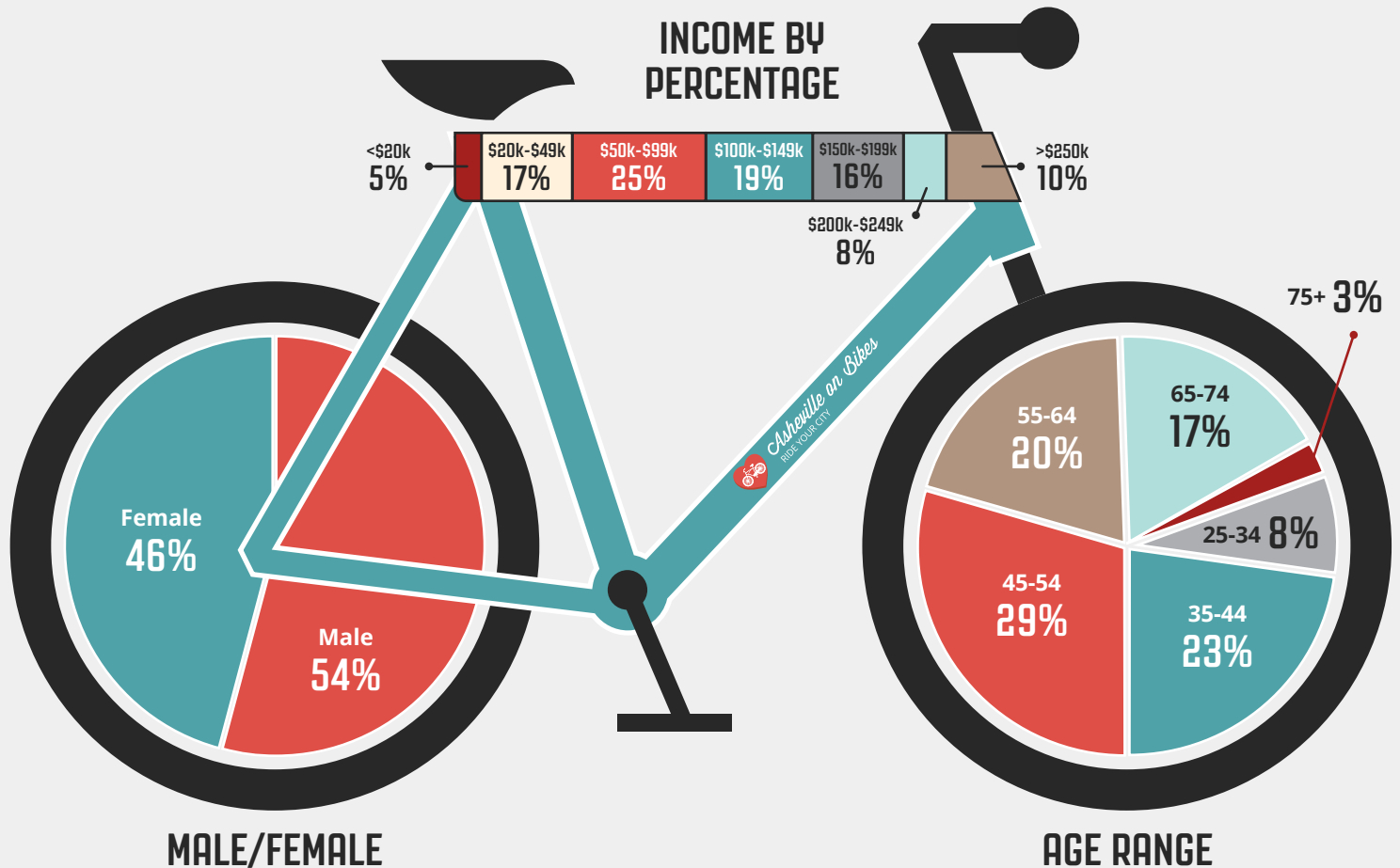
- **Boost Your Brand:** Certification sets your business apart as a forward-thinking leader in sustainability and active transportation.
- **Attract Loyal Customers:** Cyclists are community-minded, repeat customers who value businesses that share their values.
- **Invest in Talent:** Bicycle-friendly workplaces appeal to employees who prioritize health, wellness, and work-life balance.
- **Support a Stronger Asheville:** Your investment demonstrates commitment to a safer, more vibrant city for everyone.

Elevate your brand, engage your employees, and make Asheville even more bike-friendly—one business at a time.



# 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

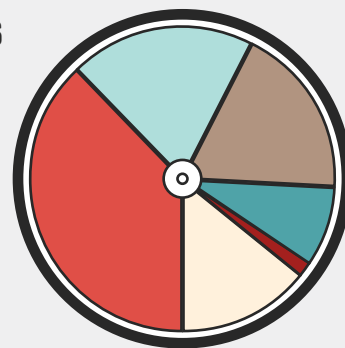
## Community Rides

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.



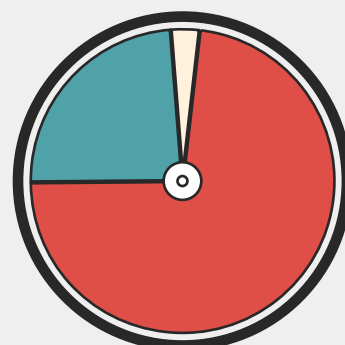
### Participant Ages

- 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%





# COMMUNITY ENDORSEMENTS

*"I like being able to visit downtown by bike and enjoying a variety of businesses without dealing with a car. I'd forgotten how much fun downtown is on a bike."*

—'25 RIDE YOUR CITY PARTICIPANT



*"AoB hosts fun events that gets me out on bikes, Hosts bicycle valets at community events, Provides information about opportunities to advance complete streets, trails, & greenways."*

—Summer Cycle '25 Participant

*"I think you all do a great job of launching people into advocacy. I get a good sense of some of the issues Asheville is facing just by showing up to the ride. It's a fun social activity but it's also about activating people to get involved in the community."*

—Summer Cycle '25 Participant

*"I loved the community and thank you for providing a safe rally to ride through the city."*

—Pumpkin Pedaller '24 Participant

*"The most enriching part of Smart Cycling class is getting a better feel for my bike in a safe environment and better understanding the rules of the road."*

—Smart Cycling Student '25

*"I love the bike valet at events downtown and RAD!! I would love to see a bike valet at a baseball game for instance."*

—Smart Cycling Student '25

*"AoB's candidate questionnaire and forum are excellent. They don't just show where candidates stand — they reveal who they are as people. It's the most informative election resource I use, and it significantly shapes my vote."*

—Asheville Voter '24





# SIGNATURE EVENT SPONSORSHIP LEVELS

Signature events include Spring Out, Summer Cycle, Pumpkin Pedaller, & Bike Love.

	<b>Mitchell \$6,000</b>	<b>Pisgah \$3,000</b>	<b>Town Mtn \$1,200</b>	<b>Beaucatcher \$500</b>
<b>Bike Love &amp; Special Event Tickets</b>	6	4	2	2
<b>Listed as presenting sponsor at a community ride on the kiosk &amp; archway.</b>	✓			
<b>Logo included on archway vertical supports at community rides</b>	✓	✓		
<b>Logo at Bike Valets</b>	✓			
<b>RideWithGPS Event Page for Signature Rides</b>	Logo			
<b>Newsletter Logo</b>	✓	✓		
<b>E-news Spotlight</b>	✓	✓		
<b>Website</b>	Logo with Link	Logo with Link	Listing with Link	Listing with Link
<b>Included at AoB Kiosks</b>	3 Rides	3 Ride	1 Rides	
<b>Social Media Shoutouts</b>	✓ with Logo	✓ with Logo	✓	✓
<b>Event Posters/Graphics</b>	Logo	Logo	Listing	
<b>Emcee's Shoutout at Events</b>	✓	✓	✓	✓

# SPECIAL EVENT SPONSORSHIP LEVELS

## BIKE VALET SPONSORSHIP LEVELS

8 CORRALS

**\$11,000**

5 CORRALS

**\$7,000**

3 CORRALS

**\$5,000**

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.
- ✓ Premium visibility on the bike valet kiosk poster — the first and last touchpoint for every rider using the valet.

## RIDE YOUR CITY SPONSORSHIP LEVELS

7 RIDES

**\$7,000**

5 RIDES

**\$5,000**

3 RIDES

**\$2,000**

### RIDE YOUR CITY SPONSORSHIP BENEFITS

- ✓ Listed as presenting sponsor w/ logo on:
  - Ride Your City event webpage
  - Ride Your City event kiosk
  - Ride Your City social media & newsletter promotions
  - Ride Your City Ride With GPS event page
- ✓ Bike Love Tickets

## POP-UP BIKE PARK SPONSORSHIP LEVELS

1 Session = 3hrs of Programming

10 SESSIONS

**\$12,000**

5 SESSIONS

**\$7,000**

3 SESSIONS

**\$1,500**



# EDUCATIONAL PROGRAMS SPONSORSHIP LEVELS

## BIKE CLUB SPONSORSHIP LEVELS

**\$20,000**

Underwrite the expansion of AoB's after-school bicycle program, so we can reach more students in 2026.

### BIKE CLUB SPONSORSHIP BENEFITS

- ✓ Listed as presenting sponsor w/ logo on:
  - Bike Club webpage
  - Bike Club social media & newsletter promotions
  - Bike Club shirts
- ✓ Bike Love Tickets

## SMART CYCLING SPONSORSHIP LEVELS

5 CLASSES

**\$3,300**

3 CLASSES

**\$2,000**

1 CLASS

**\$700**

### SMART CYCLING SPONSORSHIP BENEFITS

- ✓ Listed as presenting sponsor w/ logo on:
  - Smart Cycling event webpage
  - Smart Cycling posters
  - Smart Cycling social media & newsletter promotions
  - Smart Cycling welcome slide at each class
- ✓ Bike Love Tickets

# OUR SHARED AGREEMENT

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[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.com](mailto:mike@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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*Asheville on Bikes*  
RIDE YOUR CITY