

BIKE SHARE SPONSORSHIP



KANSAS CITY  *cycle*

PROMOTIONAL ASSETS

Kansas City B-cycle is a public/private/nonprofit bike share system stretching from Downtown to Waldo with **28 self-service B-stations**, **160 bicycles**, and more on the way. With the support of local partnerships, BikeWalkKC has positioned Kansas City B-cycle to become a major part of the region's expanding public transportation network as a fun and convenient alternative way to move around Kansas City.

24M

NUMBER OF ANNUAL VISITORS TO KANSAS CITY

\$3.1B

ANNUAL VISITOR SPENDING IN KANSAS CITY

PRESENTING SPONSOR

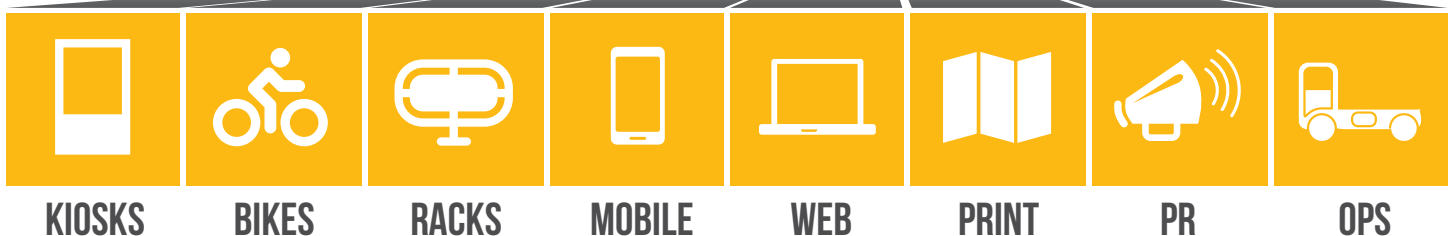
- Regional exposure in conjunction with highly publicized network expansion
- System naming rights
- Brand inclusion on bikes
- Brand inclusion on station kiosks
- Brand inclusion in collateral materials and system maps
- Brand inclusion on system website and social media outlets, plus locations-based promotions
- Complementary and discounted program memberships

STATION SPONSORS

- Brand inclusion on station kiosk
- Station location promoted in marketing materials, plus locations-based promotions
- Station location promoted on website, social media, and system maps
- Discounted program memberships
- First option to lease ad assets at your location

ADVERTISING & MARKETING OPPORTUNITIES

- Advertising on bicycle baskets, station ad panels and bicycle racks
- Event sponsorship: monthly rides and bicycle safety programs
- Digital promotions on mobile, website, and social media platforms
- Corporate memberships
- Membership subsidies for low income populations
- Redistribution vehicle sponsorship
- Media partnerships (TV & Radio broadcasters only)
- Co-marketing programs



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

A high visibility opportunity to forge a dynamic brand presence while having a meaningful effect on the daily life of your community.

System Naming	Naming rights for bike share system, including creation of custom brand identity, plus promotion as primary
Bicycle Branding	Chosen brand identity on bicycle
Logo on Station	Chosen brand identity on station base
Print	Brand integration on collateral materials, including brochures, station maps, merchandise, and promotional goods
Promotions	Promotion of your brand at community events and membership drives throughout the year, plus PR outreach efforts
Memberships	Complementary and discounted bike share memberships
Digital & Social Media	Brand placement and promotions on system website and social media outlets, plus locations-based promotions sent to riders

STATION SPONSOR

Host a bike share station on your property, an amazing amenity for employees/tenants that also drives casual traffic to your location.

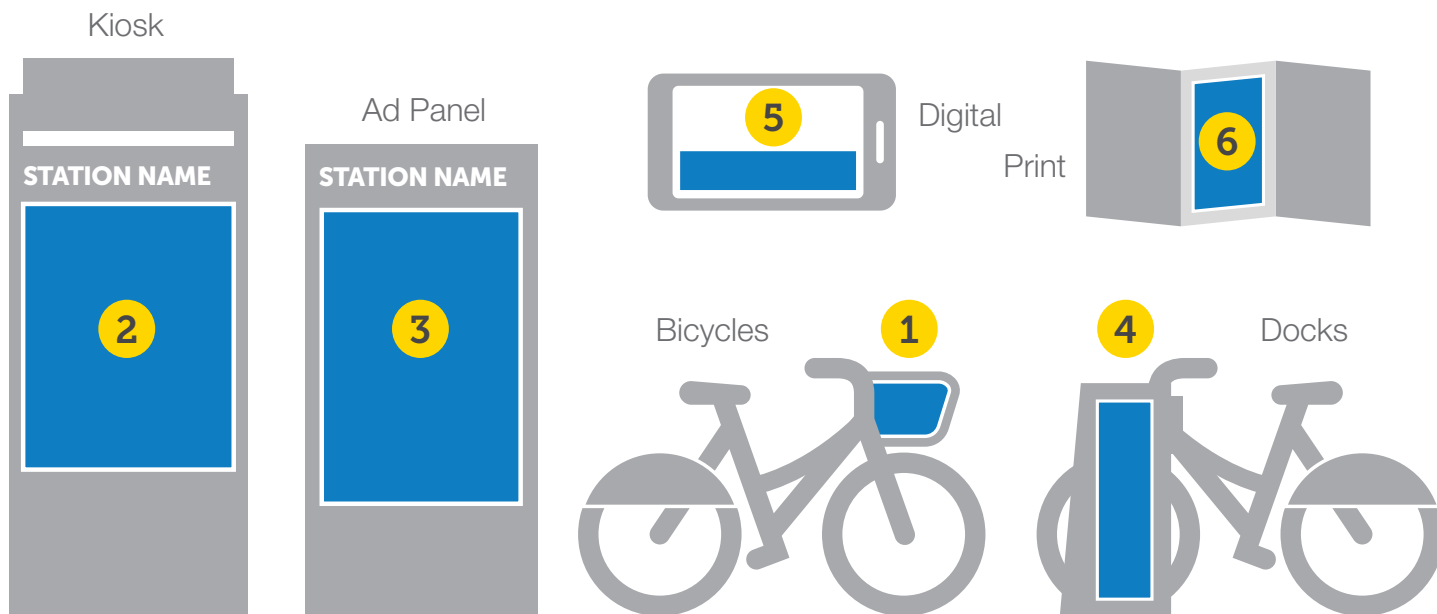
Station Branding	Business / property owner brand on station kiosk
Promotions	Station location and name promoted in marketing materials
Memberships	Complementary and discounted bike share memberships
Digital & Social Media	Station location and name promoted on website, social media, and system maps
Advertising	First option to lease advertising assets at your location



ADVERTISING **ASSETS**

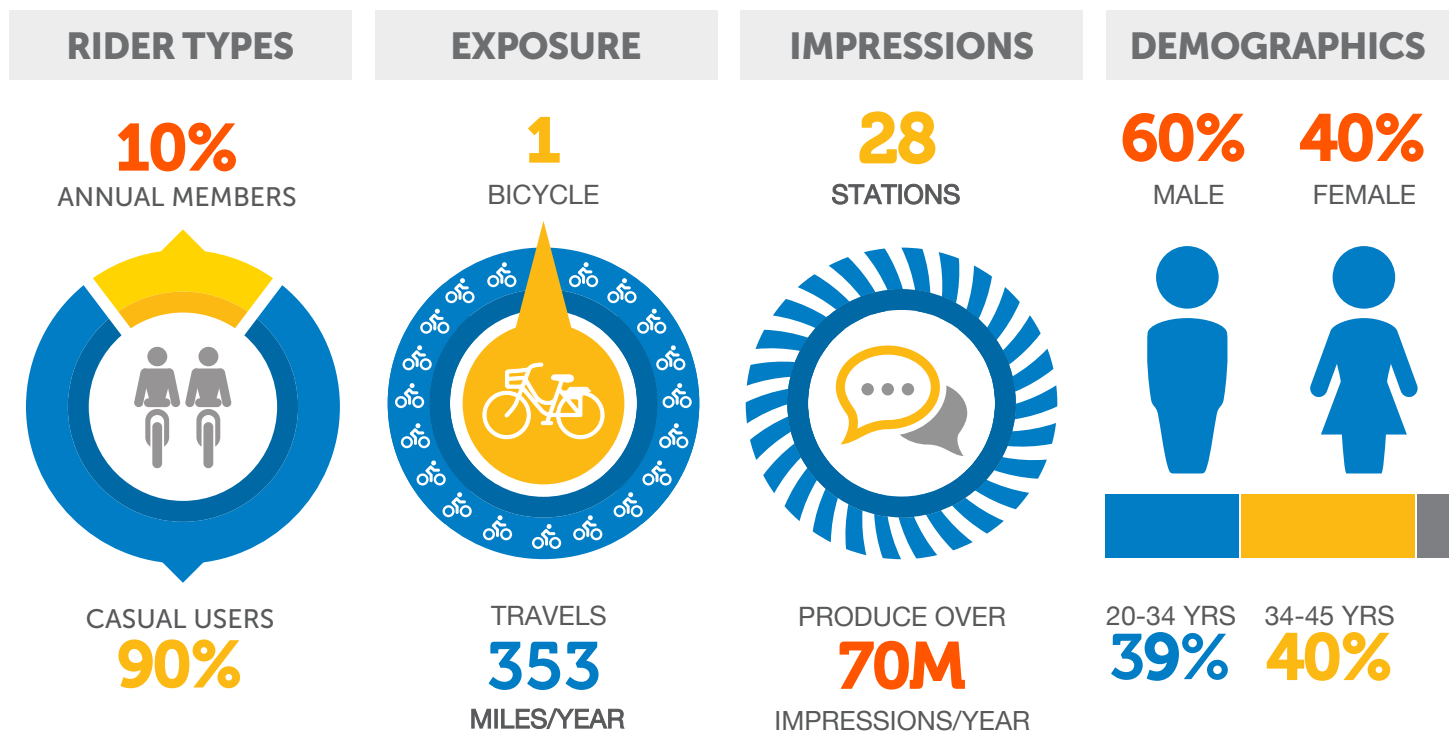
1	Bike Baskets	Print advertising on high visibility basket ad panels (inside & outside)
2	Kiosk Ad Panels	Display advertising on backlit advertising panels
3	Freestanding Ad Panels	Display advertising on dedicated advertising panels
4	Bike Docks	Print advertising wrapped on bicycle docks
5	Digital & Social Media	Digital advertising on system website, mobile, and social media channels
6	Print Materials	Print advertising in various collateral, including maps, brochures, membership cards and promotional goods

- Creative for advertisers to be created/submitted by advertiser. BikeWalkKC can perform design work for additional fees.
- Generic asset examples shown below are for illustrative purposes only, and may not reflect actual shape/size of equipment used by system.



CONSUMER REACH

Bike share generates millions of impressions



KEY BIKE SHARE TRIP GENERATORS



Large employers and public service businesses for commuters



Local hotels, popular attractions, convention centers, sports venues



Extending transit systems and using cycling infrastructure



Proximity to large, active college student populations and staff members



Dense residential areas and commercial developments