

BRANDING WITH BIKES

- ▶ PUT EYEBALLS ON YOUR BRAND
- ▶ CONNECT YOUR COMPANY WITH A HEALTHY, VIBRANT INITIATIVE
- ▶ SUPPORT LOCAL ECONOMIC VITALITY

PUT YOUR NAME ON A BIKE.

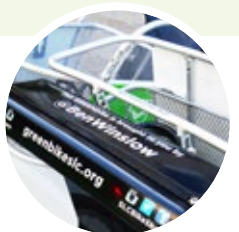
An investment in a bike share program is worthwhile for the community AND connects your company name to young professionals aged 25 - 34, who make up 39% - 49% of bike share users. Branding with bike share programs also connects your name with visitors and tourism groups, in addition to helping provide quality transportation options for our community.

WHY INVEST IN CR BIKE SHARE?

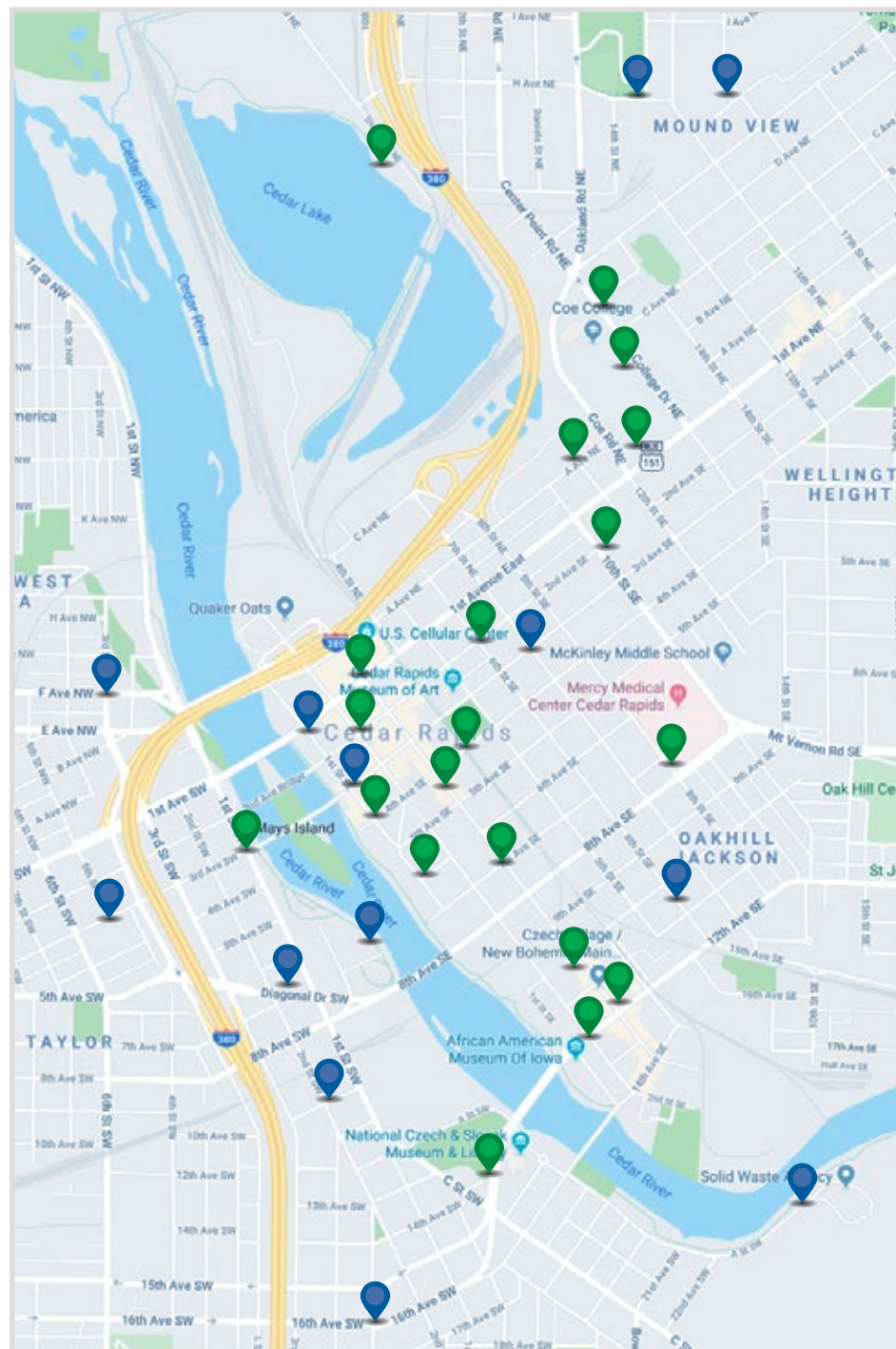
- **Positive Brand Reputation:** Your company cares about Cedar Rapids and you're proud to show it
- **Visible ROI:** Your brand is literally on the bikes; ridership experts forecast a demand of approximately 40,000 trips in the first year of the program, ramping up to approximately 152,000 trips in Year 4
- **Give love to the local economy:** Bikes shares encourage spending, support business visibility, and attract tourism to our core districts
- **Supports a healthy, vibrant CR:** Biking supports physical, mental, and emotional health, and fosters a sense of community pride and identity

SPONSORSHIP LEVELS

TITLE SPONSOR:	HUB SPONSOR:	BIKE SPONSOR:	HANDLEBAR SPONSOR:
Largest contribution, branding on most parts of system and materials, and input on color and naming.	Branding on one of 20 hubs.	Branding on an individual bike. Can sponsor multiple bikes.	Allows individuals to contribute a small amount to put their name on bike handlebars.



BIKE SHARE HUBS



LAUNCHING SUMMER 2019

FUTURE SITES



JOIN THE

RIDE

BRINGING A BIKE SHARE PROGRAM TO CEDAR RAPIDS





INVITATION FROM CITY MANAGER JEFF POMERANZ

With pride, I've watched this community embrace its role as Iowa's trailblazer when it comes to meeting the growing demand for urban bike amenities. Cedar Rapids has earned a reputation as one of the most innovative biking communities in Iowa, being the first in the state to install both green bike lanes and protected bike lanes. We've embraced the challenges of shifting the "car-centric" paradigm and have seen time and again the value and popularity of having these quality amenities in our community.

Employers know that young professionals desire a community with rich quality of life opportunities, and studies continue to show the economic benefit in offering bike-friendly attractions.

The question on bike amenities is no longer, "who does this benefit?" but rather, "who does this not benefit?" Our downtown and surrounding districts continue to attract quality development, due in large part to the strong cultural environment we've helped create over the past several years.

Today, we have an opportunity to take yet another leap forward.

The City has been working with local stakeholders to bring a new Bike Share Program to Cedar Rapids. This pilot program will establish a new ridership demographic in Cedar Rapids, and make the restaurants, music, and amenities in our Downtown, NewBo, Kingston Village, and MedQuarter Districts even more accessible and enjoyable.

Funding this program provides a unique marketing opportunity for YOU — our local business sector.

The program will establish 20 bike hubs strategically located in high-demand areas frequented by young professionals and visitors to our community. An investment from your company will mean branding opportunities on the bikes and will ensure that 200 new bikes can be available in our core downtown and surrounding districts for all to enjoy.

I am asking you to join us. Please consider an investment to help fund equipment and establish a strong pilot program. The program needs approximately \$1.2 million to cover a successful launch and 2 years of operation.

There are a variety of branding opportunities for those who invest in this unique start-up. I invite you to read on and learn more about the program, and how your company can play a role in bringing it to life.

Thank you.

Jeff Pomeranz
Cedar Rapids City Manager



BIKE SHARE EXPLOSION

Bike share programs have exploded in popularity in recent years, coming to cities such as Minneapolis, Boulder, Columbus and Ft. Collins. According to NACTO (the National Association of City Transportation Officials) the number of bike share bikes in the U.S. more than doubled in 2017, illustrating the growth and popularity of this urban trend.

Bike shares allow visitors and citizens to check out a bike (either at a docking station

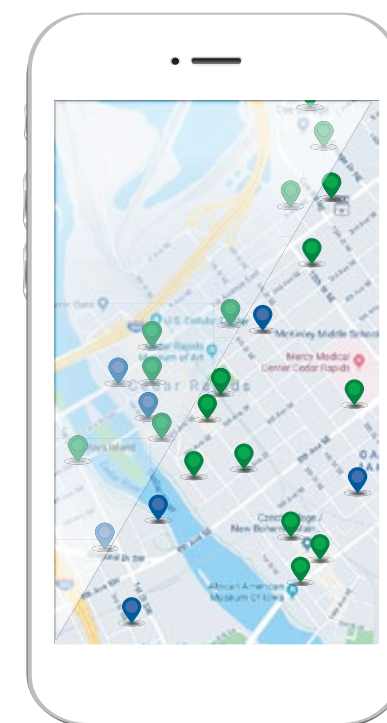
or by using a smartphone app), enjoy a day in Downtown, NewBo, or Kingston Village on two wheels, and then check the bike back in.

Cedar Rapids is launching a "smart bike" system — everything a rider needs will be accessible on their phone or a conveniently located station. Hubs are provided for parking bike share bikes, but riders can also pick up or leave the bike anywhere within the ridership area.

THE "SMART BIKE" APPROACH

- **PICK UP:** Use your phone to find a bike share bike that has been parked by another rider; or simply visit one of the 20 hubs around downtown to grab a bike.
- **DROP OFF:** No need to take the bike back to a hub; you can lock it, leave it, and use your phone to check it back in. Another rider will come by to enjoy it!

The program will focus on high demand areas of Downtown, NewBo, Kingston Village, Coe College, and the MedQuarter.



SPONSORSHIP OPPORTUNITIES

We need to raise approximately \$1.2 million to launch the new program. We need you — our business leaders and local employers — to help with startup costs and earn branding opportunities for your company.

There are a limited number of name recognition spaces available — confirm your sponsorship soon to ensure your business is recognized!



	TITLE SPONSOR	STATION SPONSOR (20 AVAILABLE)	BIKE SPONSOR (200 AVAILABLE)
APP, WEBSITE, EMAIL, AND PROMOTIONAL MATERIALS			
Brand featured on mobile app	✓		
Name and logo featured on website	Most prominent	with sponsors	with sponsors
Sponsorship on monthly membership report sent to email database (including most miles, most rides, etc.)	✓		
Branding on all emails	✓		
Logo featured on promotional and collateral items	✓		
Brand featured through social media	✓	✓	1 per bike per year
Access to monthly bike share system data including your branded bikes, usage by demographic, station performance, heat maps, popular routes, and other health metrics	✓	✓	✓
STATIONS, BIKES, AND OTHER EQUIPMENT			
Input on system naming	✓		
Input on system color	✓		
Branding on station kiosks (5 total)	on kiosk screen	At stations with kiosks	
Branding on system wayfinding map		✓	
Branding on bike share service vehicles	✓		
Branded ad panel at stations of choice (total 20)		✓	
Input on station naming		✓	
Branding on bike body	✓		
Branding on bike basket			✓
Branding on other parts of bike (chain guard, skirt guard, etc.)			✓
BENEFITS FOR COMPANY/EMPLOYEES			
Complimentary hourly passes	100 hourly passes or 1 hourly pass per employee (whichever is greater)	50 hourly passes	5 hourly passes
(If managed as a non-profit) Tax-deductible charitable donation	✓	✓	✓
EVENTS			
Brand featured in programming for community events/branded bikes available for special events twice each year	✓		
Brand featured at launch party	✓	✓	
Sponsor/Partner party	✓	✓	✓

READY TO GET INVOLVED?

Contact the City of Cedar Rapids Community Development Department
319-286-5041 | CommunityDevelopment@cedar-rapids.org