



TITLE SPONSOR

The highest-level of sponsorship.
Only ONE Cedar Rapids company
can claim the Title

IF YOU CHOOSE TO INVEST AT THE TITLE LEVEL, YOUR BRAND WILL APPEAR ON:

- ✓ The bikes and hubs
- ✓ Mobile app
- ✓ Website
- ✓ Monthly Report
- ✓ Emails
- ✓ Social media

You'll also get access to data and learn demographics of who is using the bikes, most popular routes, where folks are checking out the bikes, and other user profile information to help you understand who is seeing your brand. The Title sponsor will also get a seat at the table when it comes time to launching a name and color scheme for Cedar Rapids' bike share program.

NOT TEMPTED YET?

With an estimated 600 bike share programs worldwide, it's not hard to make the case for branding with this popular, growing, green transportation method that more and more cities are adopting.

ESTIMATED DEMAND IN CEDAR RAPIDS

YEAR 1:

40,000 TRIPS

YEAR 4:

152,000 TRIPS

WHO'S RIDING? YOUNG PROFESSIONALS

AGED 25-34

MAKE UP **39% - 49%** OF BIKE SHARE USERS.

VISIBLE ROI

The program targets the high traffic and highly popular core districts: Downtown, NewBo, Kingston Village, and the MedQuarter.

TITLE SPONSOR PERKS

APP, WEBSITE, EMAIL, AND PROMOTIONAL MATERIALS

- Brand featured on mobile app
- Name and logo prominently featured on website
- 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

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 kiosk screens (5 total)
- Branding on bike share service vehicles
- Branding on bike body

BENEFITS FOR COMPANY/EMPLOYEES

- Complimentary hourly passes (100 passes or 1 per employee, whichever is greater)
- Tax-deductible charitable donation (if managed as a non-profit)

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 JOIN?

Contact the City of Cedar Rapids Community Development Department to secure the Title sponsorship before someone else does.

319-286-5041 | CommunityDevelopment@cedar-rapids.org