



SKYRIDE

July 16, 2023

Sponsorship Opportunities





OUR AUDIENCE

18,500

**SOCIAL
FOLLOWERS**

67%

AGE 18-44

55%

FEMALE

14,992

**EMAIL
SUBSCRIBERS**

34% (5,097)

**AVERAGE
OPEN RATE**

2.1% (315)

**AVERAGE
CLICK THROUGH**





WHY GOBIKE?

Since its inception, GObike has developed into the leading voice for sustainability, safety, connectivity, and health in our city and region.

We're working for a better future for Buffalo and Western New York. A future that makes living, working, and being healthier here attractive to every demographic.

GObike's voice is passionate and authentic, and it has our audience's trust.



ABOUT SKYRIDE

On July 16, 2023, GObike will gather 1,500+ cyclists across Western New York and Southern Ontario for a closed-to-cars Skyway with scenic views of Buffalo's waterfront. The route will be accessible to riders of all levels of fitness and experience, including families.

NEW THIS YEAR:

SkyRace will launch at 7:00 AM and is designed for competitive cyclists. We anticipate 150-200 racers from across the region to enter. This event will take place directly prior to SkyRide, which launches at 8:45 AM.

Lakeside Bike Bash is the ultimate post-party celebration featuring free drinks (alcoholic and non-alcoholic), great music, local vendors and food trucks, a kids activity station, and so much more! Riders and their families and friends will be encouraged to attend directly after SkyRide.

Sponsors will be recognized in all three events.



2023 ESTIMATED NUMBERS*

55

**SOCIAL POSTS,
EMAILS**

500

**POSTERS
DISTRIBUTED**

915,000

**EARNED MEDIA
REACH**

150

**SKYRACE
ATTENDEES**

1,500

**SKYRIDE
ATTENDEES**

750

**LAKESIDE BIKE
BASH ATTENDEES**

*Based on 2022 event data



GObike



SKYRIDE

2023 Sponsorship Levels

| | Presenting \$50,000 (SOLD) | Title \$20,000 | Platinum \$10,000 | Gold \$5,000 | Silver \$2,500 | Bronze \$1,000 |
|--|----------------------------------|-------------------|----------------------|-----------------|-------------------|-------------------|
| Brand alignment with a regional leader in equitable, sustainable planning and community health | X | X | X | X | X | X |
| Logo and company link on SkyRide and GObike websites | X | X | X | X | X | X |
| Rider Registrations for employees | 35 | 15 | 10 | 6 | 4 | 2 |
| Verbal recognition at event and post-party | X | X | X | X | X | X |
| Recognition in e-newsletter & on social media platforms | X | X | X | X | X | X |
| VIP event with select riders, donors, board members, and community partners | X | X | X | X | X | X |
| Recognition in event press releases and earned media | X | X | X | X | X | |
| Tabling opportunity at post-party | X | X | X | X | X | |
| Logo on all promotional materials (1500 + riders)* | X | X | X | X | | |
| Opportunity to include company materials in rider packets** | X | X | X | | | |
| Logo on event posters (500 distributed across WNY)* | X | X | X | | | |
| Banner at event and post-party*** | X | X | X | | | |
| Promotional video customized with your branding produced by GObike for social media platforms | X | X | | | | |
| Curated volunteer experience at GObike Workshop for employees (group of 12) | X | X | | | | |
| Logo on event bibs | X | | | | | |
| Exclusive SkyRide presented by _____ | X | | | | | |

* Financial commitment and a high-resolution logo must be received by May 15, 2023 for inclusion on printed marketing materials.

** Printed materials must be provided by July 1, 2023 for inclusion in rider packets.

*** Banner to be provided by sponsor on or before July 1, 2023.

Thank you to our previous GObike sponsors and in-kind donors!



Please direct all sponsor inquiries to Sarah Omicioli,
Chief Development Officer, at sarah@gobikebuffalo.org.
Thank you kindly for your consideration!

