



GObike

SKYRIDE 2024
SPONSOR PACKAGE

WHY GOBIKE?

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

We're building a culture of health in Buffalo and Western New York, and working to improve access and safety on our roads, sidewalks, trail and greenways to make it all possible.

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

OUR AUDIENCE

16,760

SOCIAL
FOLLOWERS

67%

AGE 18-44

55%

FEMALE

15,467

EMAIL
SUBSCRIBERS

34% (5,259)

AVERAGE
OPEN RATE

2.1% (325)

AVERAGE
CLICK THROUGH

EVENT PERFORMANCE



51

SOCIAL POSTS,
EMAILS
(+2 over 2022)

212,996

SOCIAL , EMAIL
REACH
(+132,702 over
2022)

1,332

ATTENDANCE
(+152 over 2022)

575,000

EARNED MEDIA
REACH
(330,000 Mention
IH On-Air)

WHAT'S NEW FOR SKYRIDE 2024?

EXPANDED PROGRAMMING:

Year 10 celebrations will include a VIP party and night ride the Friday night prior to the event. Participants will gather at Silo City for a reception, then turn on their lights for a ride to Outer Harbor through its bike trails, and return to Silo City. The visuals will be stunning, and create a lot of last minute hype for Sunday's ride.



WHAT'S NEW FOR SKYRIDE 2024?

EXPANDED PROGRAMMING:

Year 10 celebrations will include a less formal Saturday morning ride with East Side Bike Club to emphasize that this is a major city-wide bicycling weekend in Buffalo which adds to newsworthiness.

WHAT'S NEW FOR SKYRIDE 2024?

IMPROVED PRE/POST PARTY:

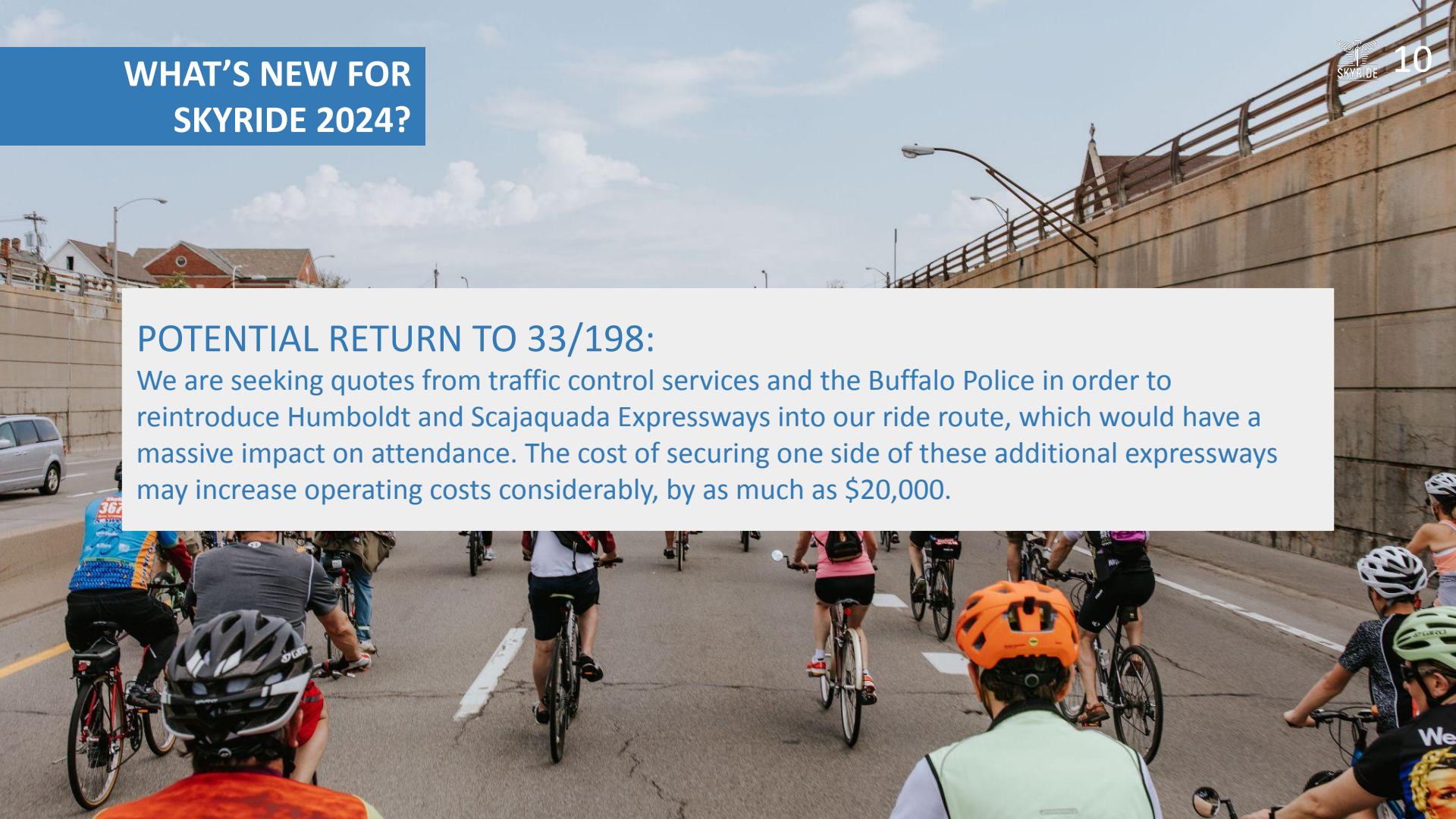
Outer Harbor has migrated its concert venue to the stage they've been building for two years. This gives our team an opportunity to fully brand the stage with presenting sponsor banners and flags, hold a captive audience's attention for sponsor speakers, as well as invite a band to perform at the post party.

Art Center
SkyRide
586

WHAT'S NEW FOR SKYRIDE 2024?

POTENTIAL RETURN TO 33/198:

We are seeking quotes from traffic control services and the Buffalo Police in order to reintroduce Humboldt and Scajaquada Expressways into our ride route, which would have a massive impact on attendance. The cost of securing one side of these additional expressways may increase operating costs considerably, by as much as \$20,000.



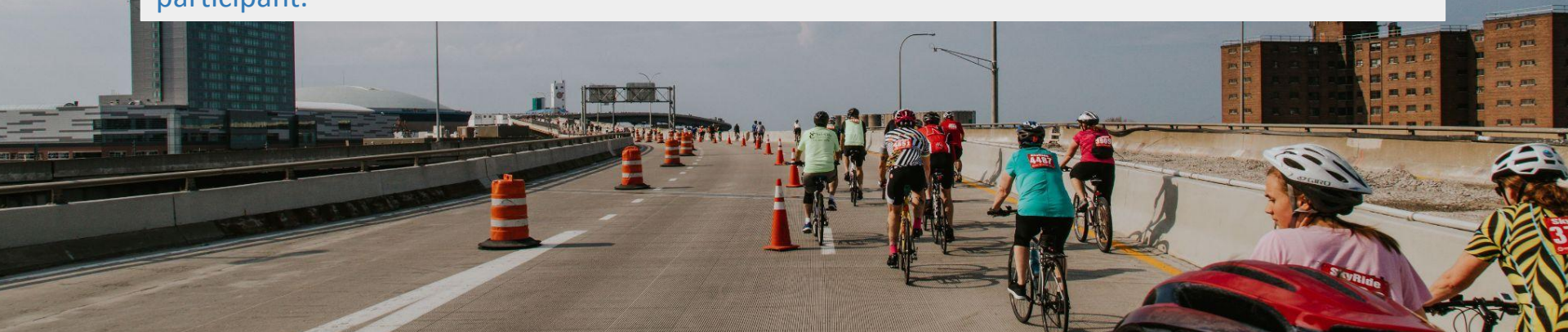
WHAT'S NEW FOR SKYRIDE 2024?

NEW DATE OF 7/21/24:

Working to build consistency from last year, we continue to place SkyRide one week after Taste of Buffalo, so that local riders come to know exactly when to expect it.

FINE-TUNED MACHINE:

Beyond flashy additions to programming, our team has been focused on improving this event's details. We'll be ensuring all participants are addressed at one time, in one place by GObike and presenting sponsor speakers, we're streamlining registration, building in more directional signage, and training our volunteers to have all the knowledge they need to guide any participant.





SPONSOR DELIVERABLES

TAGGED ON SKYRIDE SOCIAL MEDIA*

INCLUSION IN SKYRIDE EMAILS, ALL SKYRIDE WEB PAGES*

TENT & TABLE PRESENCE AT FRIDAY, SUNDAY EVENTS*

FLAGS/BANNERS AT FRIDAY, SUNDAY EVENTS*

CROWD ADDRESS AT FRIDAY, SUNDAY EVENTS*

LOGO ON ALL POSTERS, BIZ CARDS, RIDE BIBS*

UP TO 30 COMPLIMENTARY REGISTRATIONS*

*Pending sponsorship level



The background image shows a group of cyclists riding on a wide, paved bridge or overpass. In the foreground, a cyclist in an orange jersey and black helmet is smiling. Other cyclists in blue and orange jerseys are visible behind him. The bridge has a concrete railing and a yellow line marking. In the distance, a city skyline with various buildings is visible under a clear sky. A green highway sign with the number '195' and 'ACT 1/2 MILE' is visible on the right side of the bridge. A large orange and white traffic cone is in the bottom right corner.

SKYRIDE 10

VIEW ALL SPONSOR OPTIONS FROM \$500 - \$55,000 BY CLICKING THIS BOX.

Email teddy@gobikebuffalo.org to claim sponsorship at any level.



GObike

THANK YOU!