OUR MISSION

Bike Easy makes bicycling easy, safe, and fun for everyone in Greater New Orleans.

SPONSORSHIP VALUE

Bike Easy, our partners, and our sponsors believe in the power of bicycling to help create a healthy, prosperous, resilient, and equitable future for all people in the region. Your support of Bike Easy helps share the joy of bicycling while making it an easy choice for everyone.

By sponsoring Bike Easy, you build brand visibility and awareness in the rapidly growing community of diverse and engaged people who ride bikes. People who ride bikes spend more in local stores, are more likely to stop someplace new, and visit more frequently.

BIKE EASY SPONSORSHIP PERKS

- Highlighted on www.bikeeasy.org
- Email, blog, and social media promotion
- Signage and presence at events
- A step closer to becoming Bike Easy Certified
- Bike Easy Individual Memberships for staff, customers
- Bike safety classes
- Custom promotional items
- Bike Valet events, and more

Specific benefits vary by sponsorship type and level. Please consult associated sponsor sheets for more details, and contact us to discuss sponsor and partnership opportunities that will best fit your goals.

BY THE NUMBERS

- Over 125 community events per year directly engaging thousands of people
- 8,300+ person email list
- 7,000+ Facebook followers
- 3,700+ twitter followers
- 2,200+ Instagram followers
- 700+ Bike Easy Members in 2019
- 3,500+ Bikes parked at Bike Valet in 2019

Metro Bicycle Coalition of New Orleans, dba Bike Easy (EIN 80-0100169) is classified by the IRS as a 501c3 nonprofit public charity, and 100% of your donation may be tax deductible. Please consult a tax advisor.
Bike Easy has been a tremendous partner for Entergy in our efforts to create a cleaner, greener and more healthy future for all New Orleanians through support for bicycle-friendly infrastructure. Bike Easy’s staff offers turnkey event support and delivers solid, well planned, well-executed events. Together, we’re making New Orleans an even better place to live, work and bike!”

**Patty Riddlebarger, Vice President of Corporate Social Responsibility, Entergy**

“Bike Law is excited to enter our 7th year as Bike Easy’s official legal partner. While Bike Law makes sure that people who ride are treated fairly by judges and juries, we rely on the committed and passionate staff at Bike Easy to reach all stakeholders outside of our courthouses. Bike Easy has set the national standard for progress made by bicycle advocacy groups over the last several years. We’re proud to be jointly committed with Bike Easy to improving the quality of riding for all people in the Greater New Orleans area.”

**Charlie Thomas, Bike Law Louisiana**

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**BIKE EASY STRATEGIES**

1. **EDUCATION**
   Bike Easy works to educate the community on safe conduct for people on bikes. From 4th graders to grandparents, we help people safely ride their bikes and/or safely drive around people biking.

2. **ADVOCACY**
   Bike Easy builds public support through grassroots organizing and community dialogue to ensure that elected officials and decision makers prioritize safe and accessible bicycling.

3. **COMMUNITY**
   Bike Easy helps people discover the joy of bicycling through community events and social activities.
THANK YOU TO OUR 2019 DONORS, PARTNERS & SPONSORS

Abita • Ace Hotel • Adventure Quest Lasertag • Airline Skate Center • Alembic Community Development • Apolline Audobon Nature Institute • Avenue Cafe • Basics Underneath Swim and Gym • Beauregard-Keyes House • Bicycle Michael’s • Big Boyz BBQ • Bizou Wines • Bokah Bikes • Bonfolk Socks • Burns Charest • Capoeira New Orleans • Chateau Golf and Country Club • Cold Stone Creamery • Concordia Planning & Architecture • Crescent City Acupuncture • Deborah Fagan • Dooky Chase • El Pavo Real • Flambeaux Tours • Get Up N Ride • Glen Hogh • Higher Power Yoga and Cycling • Houmas House • Jessica LiRocchi • Josephine Estelle • Kendra Scott Design • Loft 18 • New Orleans Athletic Club • New Orleans Baby Cakes • New Orleans Bike & Board Shop (NOBS) • New Orleans Museum of Art (NOMA) • Nola Aikido • Nola Fray • Oak Alley Foundation • Odyssey House Louisiana • Ogden Museum of Southern Art • Property One • Pythian Market • Reginelli’s Pizza • Ron Gubits • St. James Cheese Co • TerpsiKore • The National World War II Museum • The Pedal Shop • The Pelican Club • The Shop at The CAC • Travel Agents of Greater New Orleans • Tunde Wey • Uncorked • Where Ya’Rack? • Wild Lotus Yoga

CONTACT INFO

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504-321-1247

www.bikeeasy.org
www.facebook.com/bikeeasy
Twitter: @bikeeasy
Instagram: @bikeeasy
A pedal-powered version of the famous, musical second line parades that wind through New Orleans streets. Over 500 expected riders lead by a live band on a 10-mile route through New Orleans picturesque neighborhoods. Family-friendly, parade pace, with 2 stops.

Sponsoring the Spring Bicycle Second Line is a great way to build visibility with a diverse audience of engaged, locally-minded people while contributing to the well-being of our region, for today, tomorrow, and generations to come.

The Bicycle Second Line ends at Second Line Brewing in Mid-City for a fun-filled after party with beer, food trucks, and entertainment. Sponsors and partners will have informational tables and winners of the Bike Easy April Challenge will be recognized. Join the party even if you can't make the ride!
# SPRING BICYCLE SECOND LINE SPONSOR LEVELS

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HEADLINE SPONSOR</strong></td>
<td>All benefits of Platinum Sponsor</td>
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<tr>
<td><strong>$8,000</strong></td>
<td>Earned media attention, featured in all press events</td>
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<tr>
<td></td>
<td>&quot;Presented by&quot; designation on all event materials</td>
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<tr>
<td></td>
<td>Four-hour Bike Valet service at event of your choosing</td>
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<tr>
<td></td>
<td>Featured article on our blog</td>
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<td></td>
<td>Up to 50 Individual Memberships</td>
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<tr>
<td><strong>PLATINUM SPONSOR</strong></td>
<td>All benefits of Gold Sponsor</td>
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<tr>
<td><strong>$3,000</strong></td>
<td>Safe Biking Workshop by Bike Easy Instructor</td>
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<tr>
<td></td>
<td>Spotlight in our eNewsletter</td>
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<td></td>
<td>Logo highlighted on all print &amp; online materials</td>
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<tr>
<td></td>
<td>Up to 30 Individual Memberships</td>
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<tr>
<td><strong>GOLD SPONSOR</strong></td>
<td>All benefits of Silver Sponsor</td>
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<tr>
<td><strong>$1,000</strong></td>
<td>Your logo on event signage &amp; on promo materials</td>
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<tr>
<td></td>
<td>Individual mentions on Bike Easy social media</td>
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<tr>
<td></td>
<td>Up to 10 Individual Memberships</td>
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<tr>
<td><strong>SILVER SPONSOR</strong></td>
<td>All benefits of Bronze Sponsor</td>
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<tr>
<td><strong>$500</strong></td>
<td>Your logo on our website</td>
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<tr>
<td></td>
<td>Your company/organization on Bicycle Second Line t-shirt</td>
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<tr>
<td></td>
<td>Up to 5 Individual Memberships</td>
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<tr>
<td><strong>BRONZE SPONSOR</strong></td>
<td>Mention in our eNewsletter &amp; social media</td>
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<tr>
<td><strong>$300</strong></td>
<td>Table at event for promotion</td>
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<tr>
<td></td>
<td>A step closer to becoming Bike Easy Certified</td>
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<tr>
<td></td>
<td>Up to 2 Individual Memberships for staff, customers, family or friends</td>
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For more information, contact:

**Ashley Mills**  
Development Coordinator  
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504-861-4022

[www.bikeeasy.org](http://www.bikeeasy.org)  
[www.facebook.com/bikeeasy](http://www.facebook.com/bikeeasy)  
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