



NEW ORLEANS

2023

SPONSORSHIP

OCTOBER 22, 2023

TAKING IT TO THE STREETS WITH BIKE EASY!

- Line up and registration, Lafitte Greenway Plaza Sunday 9:30 am - 11am
- Bicycle Second Line rolls at 11am
- After party at Second Line Brewery starts at 1pm

BIKE EASY'S SIGNATURE EVENT

A pedal-powered version of the famous, musical second line parades that wind through New Orleans streets. Over 400 expected riders led by a live brass band on a 10-mile route through Mid-City, the French Quarter and CBD. Family-friendly, parade pace, with one rest stop at Beanlandia!

Sponsoring the Annual Bicycle Second Line is a great way to build visibility with a diverse audience of engaged, civic-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 drinks, food trucks, and entertainment. Sponsors and partners will have informational tables, there will be a raffle, and more! Join the party even if you can't make the ride!

TABLING OPPORTUNITIES

Reach hundred of people on the day of the event!



BIKE EASY'S NUMBERS

Email List over 14,000
8,000 Facebook Followers
3,477 Instagram Followers
3,739 Twitter Followers

SPONSOR LEVELS

HEADLINE SPONSOR \$10,000	All benefits of Platinum Sponsor Earned media attention, featured in all press events "Presented by" designation on all event materials Four-hour Bike Valet service at event of your choosing Featured article on our website blog Up to 20 Individual Memberships
PLATINUM SPONSOR \$5,000	All benefits of Gold Sponsor Safe Biking Workshop by Bike Easy Instructor Spotlight in our eNewsletter Logo highlighted on all print & online materials* 10 Individual Memberships
GOLD SPONSOR \$1,000	All benefits of Silver Sponsor Your logo on event signage & promo materials* Individual mentions on Bike Easy social media 8 Individual Memberships
SILVER SPONSOR \$500	All benefits of Bronze Sponsor Your logo on all Bike Easy social media sites Your company/organization on Bicycle Second Line t-shirt* 5 Individual Memberships
BRONZE SPONSOR \$300	Mention in our eNewsletter & social media Distribution of promotional materials at T-shirt pick up sites Bike Easy Business Membership 2 Individual Memberships for staff, customers, family or friends
BIKE SHOP SPONSOR \$100	This particular sponsorship level is being offered exclusively to bike shops and bike groups. For more information, contact Allene La Spina at allene@bikeeasy.org for the full packet.

* With commitment by 9/1/2023

**FOR MORE INFORMATION,
CONTACT:**

Allene La Spina
Executive Director
allene@bikeeasy.org
504-861-4022

www.bikeeasy.org
www.facebook.com/bikeeasy
Twitter: @bikeeasy
Instagram: @bikeeasy

PREVIOUS SPONSORS

Alembic Community Development ■ Alex's Bikes ■ American Traffic Solutions ■ APA Metro New Orleans Section ■ Avenue Pub ■ Bad Baysitter Production ■ Bayou Beer Garden ■ Bayou Bicycles ■ Bayou Boogaloo ■ Betsie Weirlin and Grover Mouton ■ Bike Law Louisiana ■ Blaze Pizza New Orleans ■ Bicycle Michaels ■ Bicycle World of Louisiana ■ Bikes Belong ■ Blue Cross Blue Shield ■ Bokah Bikes ■ Bookoo Rueda ■ Burns Charest ■ Cafe Degas ■ Capital One ■ Center for Hope ■ Cheri' Ben-Iesau Creative Arts ■ City of New Orleans ■ Concordia Planning & Architecture ■ Daddy's Donuts ■ Dirty Coast ■ Doerr Furniture ■ Domino's ■ Dreamy Weenies ■ Elizabeth Riggs Dentistry ■ Energy Wise Alliance ■ Energy Smart ■ Entergy ■ Entergy Bike the Big Easy ■ EnviroGreen ■ Ernst & Young ■ Framin' Place & Gallery, LLC ■ French Market District ■ Friends of the Lafitte Greenway ■ Gallery Rinard ■ Good Eggs ■ Gentilly Fest ■ George F. Riess, Esq. ■ GNO Cyclery ■ Green Coast Enterprises ■ Higher Power ■ HNTB ■ HRI Properties ■ IMTT ■ Jamba Juice ■ Joy Ride Bike Rentals ■ Kind Healthy Snacks ■ Lakeview Chiropractic ■ LCMC Health ■ Line 58 ■ Massey's Professional Outfitters ■ Matassa's Market ■ Mid City Carriages ■ NOPD ■ Need a Ride Pedicabs ■ New Belgium Brewing ■ New Orleans Bike and Board Shop ■ New Orleans City Park ■ New Orleans Musician's Clinic & Assistance Foundation ■ NO Rum ■ Nola Integrated Healthcare dba All American Healthcare ■ Nola Lending Group ■ Nola Wise ■ Northwestern Mutual ■ Odyssey House of Louisiana ■ Office of Recovery & Development Administration ■ Pedestrian Bicycle and Resource Initiative ■ Phelps Dunbar ■ Property One ■ RDG Properties, LLC ■ Reginelli's Pizzeria ■ Regions Bank ■ Robert Israel ■ Rock n Nola Tours ■ Rouler ■ Rouses Market ■ Saturn Screen Printing ■ Schonekas Evans McGoeys & McEaschin LLC ■ Search Influence LLC ■ Second Line Brewing ■ Secondline Stages ■ Sierra Club - Delta Chapter ■ Shoemaker Chiropractic ■ Simple Title ■ Soll Planning ■ St. Charles Athletic Club ■ St. Charles Fitness - Edge Training System ■ St. Charles Food Inc dba Popeyes Louisiana Kitchen ■ Sun Pro ■ UNO School of Social Work ■ Sweeney Restoration ■ TerpsiKore ■ The Bike Shop ■ The Munch Factory ■ The Original Royal Players ■ The Pelican Club ■ Travel Central Vacations ■ Tulane Regional Urban Design Center ■