



- BIKE EASY -  
- BICYCLE -  
- SECOND-LINE -  
- NEW ORLEANS -



2024  
SPONSORSHIP

**SATURDAY, OCTOBER 19, 2024**  
**TAKING IT TO THE STREETS WITH BIKE EASY!**

- Line up and registration, The Broadside - 9:30 am - 11am
- Bicycle Second Line rolls at 11am
- After party at The Broadside from 1:00 pm to 3:30 pm

**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.

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 The Broadside in Mid-City for a fun-filled after party with food, drinks, artists local bands and activities. Sponsors and partners will have informational tables, there will be a Silent Auction and more!

**Join the party even if you can't make the ride!**

## TABLING OPPORTUNITIES

Reach hundreds of people on the day of the event!



## BIKE EASY'S NUMBERS

Email List over 14,000  
8,000+ Facebook Followers  
3,700+ Instagram Followers  
3,600+ X 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](mailto:allene@bikeeasy.org) for the full packet.

FOR IN-KIND DONATIONS, CONTACT [ALLENE@BIKEEASY.ORG](mailto:ALLENE@BIKEEASY.ORG) TO DISCUSS

\* With commitment by 9/1/2024

FOR MORE INFORMATION,  
CONTACT:

**Allene La Spina**  
Executive Director  
[allene@bikeeasy.org](mailto:allene@bikeeasy.org)  
504-861-4022

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

# PREVIOUS SPONSORS

Alembic Community Development ■ Alex's Bikes ■ American Traffic Solutions ■ APA Metro New Orleans Section ■ Augie Leopold Promotional Products ■ Avenue Pub ■ Bad Baysitter Production ■ Barracuda ■ 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 ■ Curtis Halstead ■ 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 ■ Fidelity Bank ■ 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 ■ Nola Motorsports Park ■ 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 Fixed Bike Repair ■ 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 ■ Scale New Orleans ■ Schonekas Evans McGoey & 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 ■ Swirl Wine Bar ■ TerpsiKore ■ The Bike Shop ■ The Munch Factory ■ The Original Royal Players ■ The Pelican Club ■ Travel Central Vacations ■ Trek - Elmwood ■ Trilly Cheesesteaks ■ Tulane Regional Urban Design Center ■ UNO Transportation Center ■ Velvet Cactus ■ Villavaso & Associates, LLC ■ Walker Family Services ■ Whole Foods Market ■ Woodward Design+Build ■ Yelp.com