



HOLIDAY BIKE DRIVE

"I often think about life in two parts: Before I had my own bike and after. The opportunity to stand next to a kid the first time they grab the handlebars and place their feet on the pedals—the moment that carries them between two life chapters—is one of the most amazing experiences."

—Rebecca, volunteer

ABOUT THE HOLIDAY BIKE DRIVE

Every child deserves the freedom, empowerment, and health benefits that come from riding a bike. However, the cost of purchasing a bicycle is a major barrier for many families living in underserved communities. So, every December Community Cycling Center answer that call with our Holiday Bike Drive, a major event that delivers a safe, refurbished bicycle, a new helmet, and basic safety education to an average of 400 children. To date, we have provided nearly 11,000 bicycles to children living in underserved communities. The Holiday Bike Drive is hosted at Legacy Emanuel on December 15th and fully supported by community members, volunteers, and generous sponsors like YOU!

COMMUNITY AND VALUES

We love Portland, and we love bikes. So, we put our two loves together, creating a non-profit organization on a mission to broaden access to bicycling and its benefits. Our vision is to help build a vibrant community where people of all backgrounds use bicycles to stay healthy and connected. We believe that all Portlanders—regardless of income or background—should have the opportunity to experience the joy, freedom, and health benefits of bicycling. This is the motivation behind everything that we do.

Your partnership continues a decades-long legacy of Portland's community-wide support of the Community Cycling Center. Together, we can ensure that the most vulnerable families in our community can share access to cycling and its benefits.

"Dear Giver,

Thank you for giving me my first bike. I'm eight years old and I rode my first bike today!"

– Child recipient



24TH ANNUAL HOLIDAY BIKE DRIVE SPONSORSHIP OPPORTUNITIES

BENEFITS AT A GLANCE	TANDEM \$25,000	RECUMBENT \$15,000	COMMUTER \$10,000	FIXIE \$5,000	CRUISER \$2,500	TRIKE \$1,000
Guided onsite participatory experience at the Holiday Bike Drive in early December	X					
Tailored messaging with photos for inclusion in sponsor-owned media	X	X				
Team building Bike Cleaning volunteer opportunity (up to 25 people)	X	X				
Twitter and Facebook mentions (up to 3)	X	X	X			
Prominent logo or banner placement on signage at HBD event	X	X	X			
Spotlight sponsor recognition and logo placement in pre-event digital newsletters	X	X	X			
Logo Recognition on the Cycling Center's Website	X	X	X	X		
Instagram mention	X	X	X	X	X	
Name recognition on the Cycling Center's website	X	X	X	X	X	X
Reserved volunteer spots at HBD	20	15	10	5		

MEDIA REACH:

Newsletter subscribers: 12,000
Facebook followers: 4,200

Twitter followers: 4,750
Instagram followers: 590