



# BIKES NOT BOMBS PRESENTS:

## 36th Annual Bike-A-Thon

Sponsorship and Vendor Opportunities

### About Us: Bikes Not Bombs and the Bike-A-Thon

Bikes Not Bombs (BNB) is a nonprofit organization in Boston that uses the bicycle as a vehicle for social change. The Bike-A-Thon is our largest annual fundraising event, bringing together over 520 riders and 100 volunteers. We offer five routes of varying length, from a family-friendly 10 mile loop to a challenging 100 mile route passing through beautiful country roads. We offer ride support, rest stops, breakfast, an after party with a catered lunch, and an Expo.



The 35th Bike-A-Thon in 2022 was our largest to date, with a record-breaking \$210,000 raised to support our work. Our sponsors help keep costs for the Bike-A-Thon low to ensure rider fundraising goes directly to the programs that transform lives – both locally and internationally.



**Join us on Sunday September 10th 2023 in Boston, MA**  
**Bikes Not Bombs' Bike-A-Thon: a Bike Ride for Social Change**

**Sponsor the event for as little as donating an item for our raffle or sample products for our rider registration packets.** This will get you listed as an In-Kind Sponsor on our Bike-A-Thon website and fundraising page. Higher levels of promotion are for our fiscal Sponsors and Expo Partners.

### Expo Partners

In 2022, we launched our first ever Bike-A-Thon Expo for our community sponsors and partners. Expo partners reached over 520 Bike-A-Thon participants and 125 volunteers, interacting directly with riders to share and sell their products. Our vendors included Bianchi, Kryptonite, Bern, Bivo, and Clinch Industria.

Join as an Expo Partner at no cost! Joining as an Expo Partner automatically comes with the benefits at the Bronze Brake level. We ask that you provide sample merchandise - either a prize for our raffle and / or small samples for our rider registration packets.

### Event Sponsors




































Interested in making a bigger impact? Event sponsorship secures multiple perks, depending on the donation level: a business logo on our event page, t-shirts, and promotional materials, reaching a social media audience of over 15K and 20K e-newsletter subscribers.

Sponsorship also includes free rider registrations for employees (*fundraising minimum still applies*), which is a fun and meaningful way for staff to create a company Bike-A-Thon team!

**Interested or have any questions?** Contact Julia Karr for more information: [julia@bikesnotbombs.org](mailto:julia@bikesnotbombs.org)

# Ways to Sponsor the Bike-A-Thon:

- Donate items for us to use in the raffle or small promotional items for our rider registration packets *OR* provide an in-kind contribution to the event as a **"BNB Friend"** level sponsor
- Join as an **Expo Partner**: donate items for the raffle or rider registration packets and host your own booth at the Bike-A-Thon Expo, gaining more access & visibility at the **"Bronze Brake"** level
- Make a monetary donation, securing different perks based on the level of giving, as shown below:

Sponsorship Levels and Benefits	PLATINUM PEDAL \$10,000+	GOLD GEAR \$5,000 to \$9,999	SILVER SADDLE \$2,500 to \$4,999	BRONZE BRAKE \$1,000 to \$2,499	STEEL SHIFTER \$500 to \$999	BNB FRIEND Up to \$499 or In-Kind
Interactive bike clinic onsite at your company						
Verbal thanks throughout event day						
Logo on event t-shirts						
Sponsor supplied banner displayed at event						
Sponsor logo in e-news & rider communications						
Social media mentions						
Free registration (valued at \$30 each; fundraising minimum still applies)	 x20	 x15	 x10	 x6	 x3	
Sponsor logo on our website with link to sponsor site						
Logo on event day signs, organized by level						

Please note that the deadline to receive all sponsorship benefits is August 1st, 2023

**Interested or have any questions?** Contact Julia Karr for more information: [julia@bikesnotbombs.org](mailto:julia@bikesnotbombs.org)