

BICAS

BUSINESS SPONSORSHIP



BICAS IS CELEBRATING
26 YEARS OF SERVING TUCSON!

2015

BICAS is a nonprofit bicycle education and recycling center. We share our tools and knowledge to teach people to repair their bicycles, and provide an Earn-a-Bike service for people in need.

In 26 years, BICAS has helped over 100,000 people! We are now hoping to invest in our future by purchasing a building of our own.

What's Going On & How Can I Help?



After serving the bicycle community of Tucson for **26 years**, BICAS is ready to purchase a permanent home. We have outgrown our space and need room to help people like you for the next 26 years.

Construction of downtown links and uncertainty with the future of our beloved building make this an unavoidable next step. With YOUR HELP, we can take control of our future and create a new space that will be ours to share.

Our goal...

To raise \$250,000 to purchase a 6000+ sq ft warehouse for BICAS to expand our classes. BICAS has already raised \$75,000 towards this goal, and \$40,000 in 2014 with help from supporters like you!

What we need...

Your support as a business sponsor! Help us reach our goal and we will help you expand your reach.

We look forward to serving Tucson for years to come by keeping Community Tool Share Program available to all of Tucson.

Please make a contribution today to keep Tucson rolling.

YOU HELP US, WE HELP YOU

BICAS HAS REACHED MORE THAN 100,000 PEOPLE. LET US HELP YOU INCREASE YOUR REACH.

IN THE SHOP

Over 10,000 customers come into BICAS annually.

Approximately 65% under 30 years of age.

Over 230 used bikes earned annually through our Earn-A-Bike program.



ON THE WEB

Over 40,000 visitors to our website, Facebook, Twitter, and Listserve.

Our website gets 132,000 page views per year, with a total of 32,000 individual visitors.

That's only \$0.03 per view for a sponsorship of \$5000 or more.

IN THE COMMUNITY

Be a recognized sponsor of our fundraising events and celebrations in 2015 and 2016.

Visibility at more than 50 community bike repair, school partnerships and outreach events throughout the year.



EVENT CALENDAR

Be a recognized sponsor of our fundraising events!

Sponsors at the \$1,000 level and above will be listed on our website and monthly E-newsletter advertising for each event. Sponsors at the \$2,500 and above level will have logos at each event and will have be listed in our social media, print advertising and have a logo and link on our website's front page.

March

CYCLE TOUR WEEKEND

Riders of all abilities will enjoy a scenic supported bike camping weekend.

Sponsor information in print. 30+ people expected.

April

BIKE MONTH in TUCSON

Here in Tucson we celebrate Bike Month early due to warm weather, and keep the party going throughout May! Fun raffles, outreach events and more. Your logo on a banner. 1000 people visit our shop each month!

April

BIKEPALOOZA! @ CYCLOVIA

BICAS celebrates every year with a large presence at Cyclovia where thousands of people stop by during the day. Your logo on a banner!

30,000 people attended November Cyclovia in 2014.

June

HOTTEST DAY OF THE YEAR RIDE

A fun ride in the heat to a refreshing pool party and lunch! This is a great opportunity for your business or group to set up a booth along the route or at the ride destination. Your logo will also be on the flier!

100 Tucsonans expected.

EVENT CALENDAR

COME CELEBRATE WITH US!



BIKEPALOOZA! @ CYCLOVIA

November

BICAS celebrates every year with a large presence at Cyclovia where thousands of people stop by during the day. Your logo on a banner!

30,000 people attended November Cyclovia in 2014.

EL TOUR DE TUCSON

November

We will be set up to support cyclist with bike repair and last minute necessities. Help us continue to serve the cycling community through our free bike repair events!

Your logo on a banner.

Over 9,000 cyclists will see our tent!


ANNUAL ART AUCTION

December

Our annual celebration draws over **1,200 people** during this 2 night family-friendly event. Growing each year, attendees view a fine art show while enjoying local music, entertainers and local brew. Sponsors will be mentioned throughout the event, as well as a banner hung for all attendees to see!

PARTNERSHIP BENEFITS

Pledge Level	Diamond Frame \$25,000	Handlebar Hero \$10,000	Wheel Awesome \$5,000	Steel is Real Supporter \$2,500	Aluminum Shifter \$1,000	Community Supporter \$500
Hyperlink on Building Info webpage	★	★	★	★	★	★
Listed on Commemorative Plaque					★	★
Recognition in email blasts, blog posts and list serve	★	★	★	★	★	
Recognition in social media shout outs	★	★	★	★		
Banner/Logo at all 7 of the 25th Anniversary events.	★	★	★	★		
Tile on the permanent Commemorative Plaque	★	★	★	★		
Small front page hyperlink on website				★		
Large front page hyperlink on front page of website			★			
Official sponsor of all events in 2016	★	★	★			



“BICAS has helped me feel comfortable asking about basic bike maintenance and very helpful lending a hand. Knowledgeable staff!” - BICAS Customer

2015-16 SPONSORSHIP AGREEMENT



Organization/Company Name (as it will appear in publication):

Point Contact Person: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SPONSORSHIP LEVELS

- Diamond Frame \$25,000
- Handle Bar Hero \$10,000
- Wheel Awesome \$5,000
- Steel is Real Supporter \$2,500
- Aluminum Shifter \$1,000
- Community Supporter \$500
- Other amount or In-Kind

Please Specify Financial Commitment: \$ _____
Please Specify In-Kind Products and/or Services:

_____ In-Kind Estimated Value \$ _____

When and where we may send an invoice: _____

_____ Anticipated Date of Commitments: _____

SIGNATURE _____ DATE _____

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BICAS is a tax-exempt non-profit 501(c)3 organization. Your contribution is tax-deductible to the fullest extent allowable under the law. IRS regulations require us to state that BICAS did not provide any goods or services in consideration of your contribution. Please keep this message for tax purposes. EIN #74-2580768.

