

BIKE TO WORK DAY • SAN DIEGO

January 2010 - May 2010

CLIENT: SANDAG BUDGET: \$38,000

KEY PERSONNEL: Shannon Brown: *Project Management, Corporate Partnerships, Media, Events*

PROJECT SUMMARY:

Bike to Work Day is a nationally recognized event that promotes bicycling as a viable, environmentally-friendly commute choice. BMS was tasked with overseeing the 2010 event which included: soliciting new and renewing sponsorships; generating prizes donations; coordinating pit stops with giveaways throughout the county; promoting the event to relevant businesses and media outlets; developing a new Corporate Challenge component; and increasing overall ridership by at least 10%.



KEY ELEMENTS:

- County-wide Pit Stop Stations
- Printed posters, flyers, route maps
- Co-Branded Promotion
- English/Spanish Media
- Online Corporate Challenge
- Educational Web Components
- Competition and Prizes

RESULTS:

- Secured \$38,000 in cash sponsorships
- Expanded partner outreach to incorporate Spanish language and safety components
- Collected 184 prizes valuing over \$9,000
- Helped secure 65 pit stops for riders
- Secured in-kind rider provisions including energy bars, water, coffee, chap-stick, and sunscreen
- Promoted event with poster distribution lead by partners, including REI, Otay Ranch Town Center, and eLiveLife.com
- Secured pre-promotion on CW San Diego 6 morning show
- Promoted event through Spanish media (a first)
- Created strategy for online portal for corporate events
- Increased riders by estimated 20% (more than 5,000 total riders)

