

# JOIN BICYCLE COLORADO AS AN EVENT MEMBER

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## Promote your Event. Support Bike Safety.

Your Bicycle Colorado Event Membership allows you to promote your event to a large audience of enthusiastic riders and demonstrate your support of bike advocacy. Your membership will help Bicycle Colorado advocate for events when needed and advance bike-friendly policies and programs across Colorado so that riders of all ages and abilities can safely ride their bike.

**\*\*\* NEW This Year:** Include an option to donate to BC on your registration page and receive **\$150 off the cost of any tier.**

**\*\*\*Also NEW:** We offer a discount to event directors who host multiple events in a year. Pick a tier for your first event, then additional events are **\$100 each at the same tier.**

## Bicycle Colorado's Reach

- **Bicycle Colorado [BC] monthly eNews:** 14,000 subscribers
- **BC's Event Support Program [ESP] weekly e-mail update:** 11,000 subscribers
- **Event Calendar on BC website:** 40,000 views/year
- **BC Social Media:** 11k Facebook/ 5k Instagram /2k Twitter
- **ESP Social Media:** 5,200 on Facebook & 150 on Instagram and growing

# EVENT MEMBER TIERS



## Community Listing Tier:

**No charge:** all Colorado bicycle event directors can post **basic event information** on our [comprehensive event calendar](#) and **volunteer needs** on the [volunteer page](#) of our website at **no charge**.

## Tier One:

**\$150:** or include an option to donate to BC on your event registration page and receive this tier for **\$0**. Includes an **enhanced calendar listing** [with a small logo and short event description], and a **bold listing in the ESP email updates**.

## Tier Two:

**\$450:** or include an option to donate to BC on your event registration page and receive this tier for **\$300**. Includes **enhanced calendar listing** [with a small logo and short event description], **1 BC eNews mention**, **1 BC social media post** [across all platforms], a **bold listing in the ESP email updates**, and **1 ESP social media post** [across all platforms].

## Tier Three:

**\$750:** or include an option to donate to BC on your event registration page and receive this tier for **\$600**. Includes a robust **featured calendar listing** [customized with logos, photos, route description, video links, and more], **2 BC eNews mentions**, **2 BC social media posts** [across all platforms], **bold listing in the ESP email updates**, **2 ESP social media posts** [across all platforms], and inclusion in our **printed bike event poster for display at bike shops** \*\*\***Deadline for inclusion on the poster is April 1** as the 11x18" poster will be mailed to 120+ Colorado bike shops by April 30.\*\*\*

# HOW IT WORKS

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- 1. Fill out the form** below with the information and content we need to promote your event.
- 2. Pay the Event Membership amount** that corresponds with your selected Tier [here](#).
- 3. We do the rest!** Our team will create your customized Event webpage on our site and assemble and schedule selected social posts and eNews mentions.



## Ready to Join?

Fill out [this form](#) to get started.

**\*\*\*Questions? Reach out to our membership manager at [membership@bicyclecolorado.org](mailto:membership@bicyclecolorado.org)\*\*\***