

## SPONSORSHIP LEVELS

### **\$25,000 Presenting Sponsor *(limited to one)***

- Opportunity to co-brand with Uptown Ciclovía
- Logo prominently displayed on Uptown Ciclovía website and collateral material
- 10'x10' Booth for promotional materials or free product sampling at Klyde Warren Park
- Inclusion in Uptown Ciclovía social media and PR campaign
- Opportunity for onsite product integrations
- Logo prominently displayed on street signage
- Recognition at opening ceremony at Klyde Warren Park
- Up to 25 t-shirts

### **\$15,000 VIP Sponsor *(limited to one)***

- Opportunity to host a pre- or post-VIP party or reception at Klyde Warren Park
- Logo prominently displayed on Uptown Ciclovía website and collateral material
- Inclusion in Uptown Ciclovía social media and PR campaign
- Opportunity for onsite product integrations
- Logo prominently displayed on street signage
- Recognition at opening ceremony at Klyde Warren Park
- Up to 20 t-shirts

### **\$10,000 Reclovia (activity) Sponsor**

- Opportunity to brand one reclovia along route
- Logo prominently displayed on Uptown Ciclovía website and collateral material
- Inclusion in Uptown Ciclovía social media and PR campaign
- Opportunity for onsite product integrations
- Logo prominently displayed on street signage
- Recognition at opening ceremony at Klyde Warren Park
- Up to 15 t-shirts

## **\$5,000 Partner Sponsor**

- Booth in Klyde Warren Park for promotional materials or free product sampling
- Logo on Uptown Ciclovía website and collateral material
- Inclusion in Uptown Ciclovía social media and PR campaign
- Opportunity for onsite product integrations
- Recognition at opening ceremony at Klyde Warren Park
- Up to 10 t-shirts

## **\$2,500 Associate Sponsor**

- Logo on Uptown Ciclovía website
- Opportunity for onsite product integrations along the route
- Recognition at opening ceremony at Klyde Warren Park
- Up to 5 t-shirts

## **\$1,000 Friend Sponsor**

- Name on Uptown Ciclovía website
- Recognition at opening ceremony at Klyde Warren Park
- Up to 5 t-shirts

## **UPTOWN CICLOVÍA MARKETING AND PROMOTIONS**

Following are opportunities and areas for sponsors to be recognized prior to the event:

- Uptown Ciclovía website
- Uptown Dallas newsletter
- Downtown Dallas newsletter
- Social media promotions to 80,000+ followers (Uptown Dallas, Downtown Dallas, Uptown Ciclovía, Arts District)
- Numerous press releases and calendar listings
- Media coverage (85+ media hits in 2014)
- 5,000 Flyers distributed
- 250+ Posters displayed
- 10-15 Banners displayed
- Speaking engagements