

# GABLES

## 2017 Bike Day



SUNDAY ~ MARCH 12

Free Family Event

Bike Tours

Kids Area

Live Music

Market

## 2017 Sponsorship Program

Hosted by:



# 6<sup>th</sup> Annual Gables Bike Day – March 12, 2017



**Gables Bike Day** is a free, day-long event that promotes safe cycling and allows people of all ages to enjoy several closed-off blocks in downtown Coral Gables

- Roughly **2,000 people** come annually with music, food, and activities for the whole family
- Families with children enjoy safe streets, bike safety training, bounce houses, face painting and more
- Food vendors provide delicious treats, **Shake 108FM** play music, neighbors enjoy the city and the community
- Cycling, walking, and rolling are promoted to benefit people and the environment





# A Sense of Community



- Encourages people of all ages to enjoy Coral Gables
- Gets people outside and moving together
- Presents a healthy activity for all
- Provides vendor and exposure opportunities to an active, and mostly affluent, audience





# Bike Tours of the Gables



One of the most popular activities on Gables Bike Day are the free bike tours. These bike tours attract people of all ages and skill level to explore and learn about the city's history.



- Guided, slow-moving rides of major landmarks: Venetian Pool, Biltmore, Merrick House, DeSoto Fountain, etc
- Easy ride under the amazing tree canopy
- New spots and local history
- Healthy activity for all





# Previous Year's Achievements



- Over 2,000 people came out to enjoy the festivities on their bikes. 500 hundred enjoyed free city bike tours
- Media mentions in The Miami Herald, coverage on NBC6, 51, UM TV station and over 20 popular websites. Event flyers distributed throughout Coral Gables, South Miami, West Miami and surrounding areas
- Mid to higher range income individuals and families with young children typically comprise the attendees
- Support from local stakeholders including the City of Coral Gables, Miami-Dade County, Coral Gables Museum, Coral Gables BID, Gables Rotary, etc. Event begins with a kickoff attended by Mayor and City Commissioners









# Event's Coordinators



Bike Walk Coral Gables is a NON-PROFIT 501(c)(3) ORGANIZATION run by private individuals focused on improving the quality of life in The City Beautiful.



By promoting healthy lifestyles focused on cycling and walking activities for the whole family, Bike Walk Coral Gables is making the community aware of its possibilities in their yearly event: Gables Bike Day.



# Event Map



## GABLES BIKE DAY

- Information/ First Aid/ Registration
- Bike Valet
- Kids Zone
- Restrooms
- VIP Area/ Silent Auction
- Kids' Bike Rodeo
- Stage
- Bike Tours Registration
- Bounce House
- Food
- Bike Tour Start
- Face Painting
- Bike Repair
- Booths

### Event Schedule

- 11am Kick-Off by Bike Walk Coral Gables
- 11 to 2 Scavenger Hunt
- 11 to 2 Silent Auction
- 11:15 Warm-up by Iron Tribe
- Noon Red Bike Tour (registration required)
- 1pm Yoga by Debra Lee, The Club at Biltmore
- 1pm Blue Bike Tour (registration required)
- 2pm Silent Auction Close Out
- 2pm Green Bike Tour (registration required)
- 2:45 Closing Ceremony by Bike Walk Coral Gables





# Title Sponsor - \$12,000

- Naming rights to event. will be listed as “Gables Bike Day, presented by (Your Company Name)
- Logo ID on all event advertising and PR materials, including digital, broadcast, email, social, event shirts and displays
- Invitation to appear at all media opportunities and City Commission meeting announcing event
- Premiere location of your company logo on kickoff stage and opportunity for company rep to speak on stage
- Opportunity for multiple on-site activation/displays
- Premiere location for your promotional tent at Gables Bike Day
- Your company logo and link to your website from the event website
- Your company logo on pre- and post- event email communications
- Ten admissions to VIP area at day of the event



# Major Sponsor - \$6,000

- Logo ID on event and PR materials, including digital, broadcast, email, event shirts, displays and all PR materials.
- Company official invited to kickoff event stage to be acknowledged by the City for their support
- Premiere location for your promotional tent at Gables Bike Day
- Social media promotion via Facebook & Twitter
- Your company logo & link to your website from the event website
- Your company logo on pre- and post- event email communications
- Four admissions to VIP area at day of the event





# Supporting Sponsor - \$3,000

- Your company logo on all event banners
- Company logo on event t-shirts
- Select location for your promotional tent at Gables Bike Day
- Social media promotion via Facebook & Twitter
- Your company logo & link to your website from the event website
- Your company logo on pre-event email communications
- Two admissions to VIP area at day of the event



# Contributing Sponsor - \$1,500

- Mention of company on stage during the day
- Company logo on event t-shirts
- Promotion tent at Gables Bike Day
- Social media promotion via Facebook & Twitter
- Your company logo & link to your website from the event website
- Your company logo on pre-event email communications
- Two admissions to VIP area on day of the event





# Don't delay BECOME a Sponsor today!



There are many opportunities available to assist us with organizing the event



# Contact Us

Photo by Jorge Perez



To discuss your specific contribution idea

Robert Ruano

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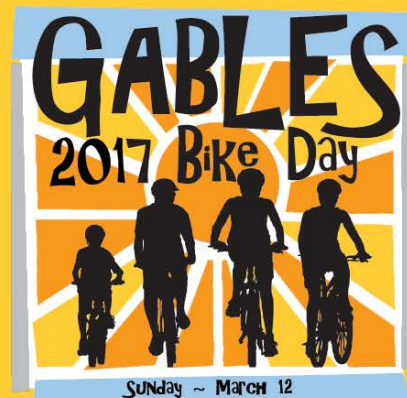






# 6th Annual Gables Bike Day

## **SUNDAY, MARCH 12, 2017**



Free Family event  
Bike Tours  
Kids Area  
Music  
Market  
Scavenger Hunt



Hosted by:

[bikewalkcoralgables.com](http://bikewalkcoralgables.com)