

Palmetto Cycling Coalition Sponsor Levels and Benefits

October 2016



	Top of the Podium <small>(Industry Exclusive)</small> \$10,000	Yellow Jersey \$5000	Platinum \$1000	Gold \$500	Silver \$250	Bronze \$100
Palmetto Cycling Coalition Website & Blog <small>16,000 unique visitors in 2015</small>	Logo on every page Multiple featured blogposts with logo and unique content	Logo on every page Featured blogpost with logo and unique content	Logo on sponsor page	Name on sponsor page	Name on sponsor page	Name on sponsor page
Annual Report Acknowledgement <small>Distributed to 2000+ supporters</small>	Large Logo	Logo	Logo	Name	Name	Name
Facebook Page <small>Coalition: 1450+ likes Safe Streets: 2750+ likes</small>	Multiple featured posts with logo and unique content Favorite	Featured post with logo Favorite	Favorite	Favorite	Favorite	Favorite
Twitter <small>Coalition: 230+ followers</small>	Multiple featured posts with logo and unique content Follow	Multiple sponsor post likes, organically Follow	Sponsor post likes, organically Follow	Follow	Follow	
Bicycle Friendly Business	Free optional consultation	Free optional consultation	Free optional consultation			
Monthly E-newsletter <small>Average open rate of 570 (30% of 1900+ subscribers)</small>	Featured post with unique content Logo-middle	Logo-middle	Logo-bottom			