

# Palmetto Cycling Coalition Sponsor Levels and Benefits

October 2016



	<b>Top of the Podium</b> <small>(Industry Exclusive)</small> \$10,000	<b>Yellow Jersey</b> \$5000	<b>Platinum</b> \$1000	<b>Gold</b> \$500	<b>Silver</b> \$250	<b>Bronze</b> \$100
<b>Palmetto Cycling Coalition Website &amp; Blog</b> <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
<b>Annual Report Acknowledgement</b> <small>Distributed to 2000+ supporters</small>	Large Logo	Logo	Logo	Name	Name	Name
<b>Facebook Page</b> <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
<b>Twitter</b> <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	
<b>Bicycle Friendly Business</b>	Free optional consultation	Free optional consultation	Free optional consultation			
<b>Monthly E-newsletter</b> <small>Average open rate of 570 (30% of 1900+ subscribers)</small>	Featured post with unique content  Logo-middle	Logo-middle	Logo-bottom			