



BECOME A MEMBER



Kansas City B-Cycle, powered by Blue Cross and Blue Shield of Kansas City (Blue KC), is BikeWalkKC's new bike sharing system serving Downtown with 12 stations and 90 bikes.

Bike sharing is a fun and convenient way to experience everything our city has to offer, transforming the city into a ***healthier, more livable, and economically competitive place to live, work, and play.***

Health

KC ranks too high for public health problems like obesity, diabetes, etc. Bike sharing gives people more convenient opportunities to get physical activity.

Access

Bike sharing compliments the transit system and gives residents low cost access to jobs and services. It will be a key component of the "last mile" solution for the future streetcar and commuter rail systems.

Sustainability

More options for short trips around town mean fewer cars on the road and less pollution in our air.

Economics

Today's economy demands creative and talented people, and that workforce increasingly prefers vibrant cities with high quality bicycling. Bike sharing helps local companies attract and retain the best and brightest.



CORPORATE MEMBERSHIP OPTIONS

We offer two options for businesses and organizations.

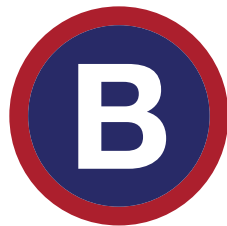
1 Employee Discount Program

Your organization subsidizes the cost of annual memberships for employees. You decide how much of the \$65 fee you want to subsidize, and individual employees pay the balance. This program is very similar to subsidized parking or transit passes.

For example, if you want to offer employees annual membership at \$50 per year, your organization can pay \$15 per year for each employee that participates.

2 Corporate Membership Program

Your organization pays the cost of B-cycle membership as an employee benefit or perk. We offer an attractive discount based on the number of memberships purchased and the percentage of your workforce included in the program.



Non-profit organizations receive an **Additional 10% Discount.**

Organizations that participate in the Corporate Membership Program **will be recognized on our web site and in social media promotions.**

Organizations purchasing memberships for 100% of their Workforce will be included in a **special marketing campaign announcing their participation.**



SPONSORSHIP

We are looking for visionary corporate leaders to support this exciting transformation in Kansas City. **Help create a healthy and vibrant city while associating your company with an innovative and dynamic project.**

We have three package options to the right: Founders, Pioneers and Partners. Each package is based on a three year contract.

Many corporate sponsorship options are available, and we can customize a package to meet your specific needs.

FOUNDERS \$75K (25K/yr)

- All **50 bikes** in station carry logo (position TBD)
- Sponsored bike stations carry logo
- Website carries logo (secondary to Title Sponsor)
- Membership cards carry logo (back)
- Recieve a seat on Kansas City B-Cycle board
- Sponsor employees receive discounted Kansas City B-Cycle membership.

PIONEERS \$30K (10K/yr)

- All **10 bikes** in station carry the sponsors logo
- Sponsored bike stations carry logo
- Website carries logo (secondary to Founder logos)
- Sponsor employees to receive discounted Kansas City B-Cycle membership

PARTNERS \$15K (5K/yr)

- **Bike only sponsorship.** Bike numbers negotiable)
- Bike signage will be secondary to primary sponsorship(s).
- System website carries logo (secondary to title, founder & pioneer sponsors)
- Sponsor employees receive discounted Kansas City B-Cycle membership.



KIOSK SPONSORSHIP

KIOSK PANELS:

(Front, Back, Side: 12" x 9")

Front: \$200

Side (2): \$300

Back: \$200

MAP: \$400

sponsor logo
placement on map.

POSTER

Logo placement
with title sponsor.

FRONT, SIDE, BACK

POSTER



A row of white bicycles parked in a rack against a brick wall. The bicycles are part of a bike-sharing system, with some having baskets and others having different branding. The rack is made of metal and is situated on a sidewalk next to a brick building.

BUY ADVERTISING

We offer many options to put your ads on our mobile platform and associate your brand with a healthy, green, and vibrant transportation system.

Promote your business with a fixed message at a B-station or a mobile ad directly on the bicycles. Each bicycle has numerous placement opportunities to associate your brand with an active and dynamic audience. **Ad space is available on baskets, handlebars, and more!**



ADVERTISING SPACES

BASKET (2) \$300

HANDLEBAR FRONT \$30
(5" X 4")

REAR FENDER \$2000
(2" X 17") Cost is for the life of the bike!

HANDLE TAP TOP \$20
(11" x 1.75", .5" corners)

HANDLEBAR FACE \$20
(12.75" x 1", .5" corners)

THROAT \$30
(5.125" x 5", .25" corners)

SHROUD (TRIANGLE) \$40

