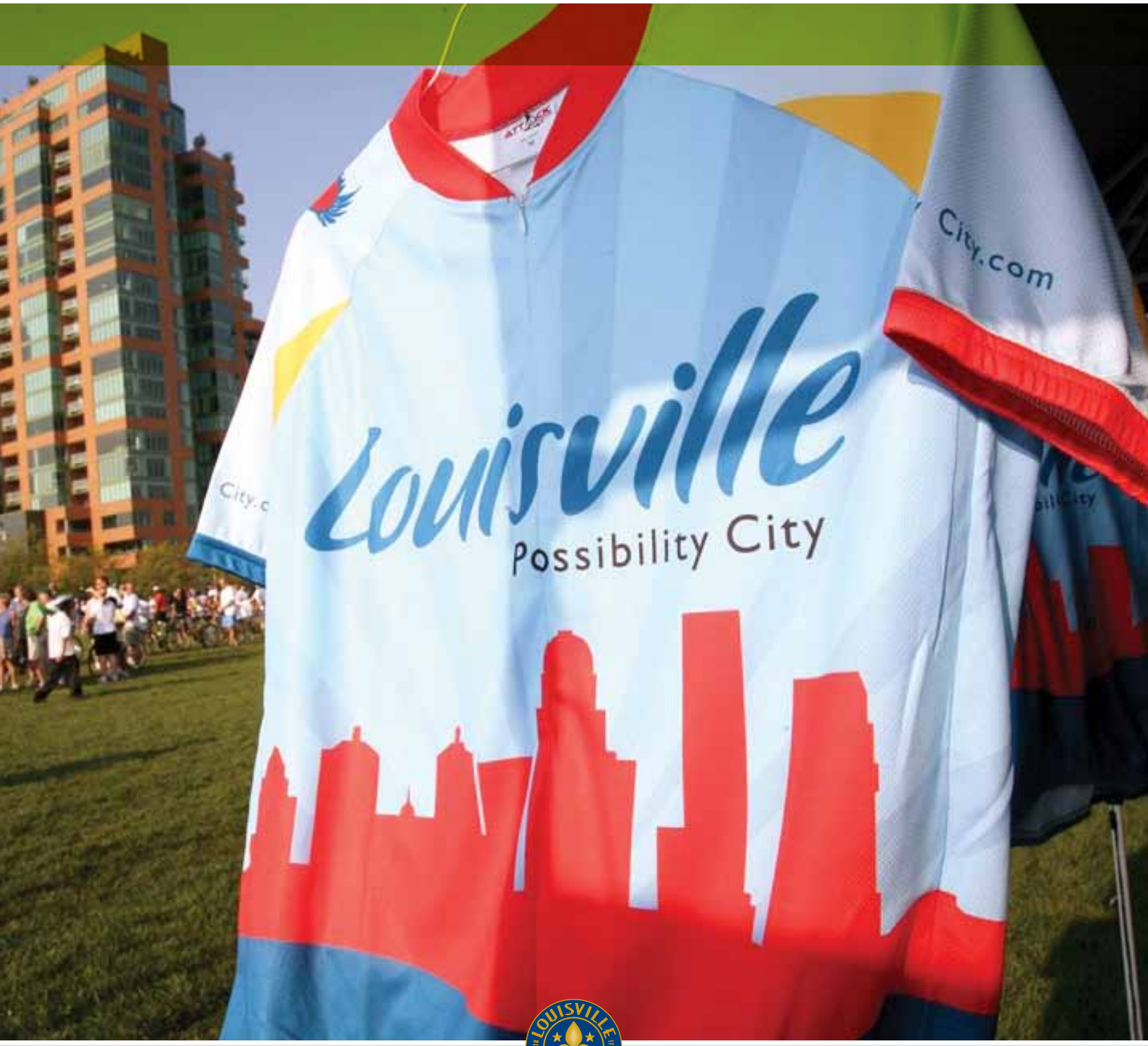
louisville bike share

SPONSORSHIP PROGRAMS

High visibility opportunities to promote a healthy lifestyle and clean transportation in Louisville.



what is bike share?

Bike share programs are a convenient complement to public transportation networks, enabling both commuters and tourists to quickly and easily make short trips around town. They provide a healthy and affordable alternative to traditional modes of transit.

First popularized in Europe, bike sharing has quickly blossomed around the world. To date, there are over 500 cities with bike share programs and 500,000 bikes rolling on streets worldwide.

how does it work?

Bicycles are distributed throughout the city and are accessed through the purchase of a Day Pass or Membership. Riders use the bikes at their convenience to commute to work, visit friends, run errands, or just for fun. They can hop on a bike at one location, and drop it off at another.

how will it benefit the region?

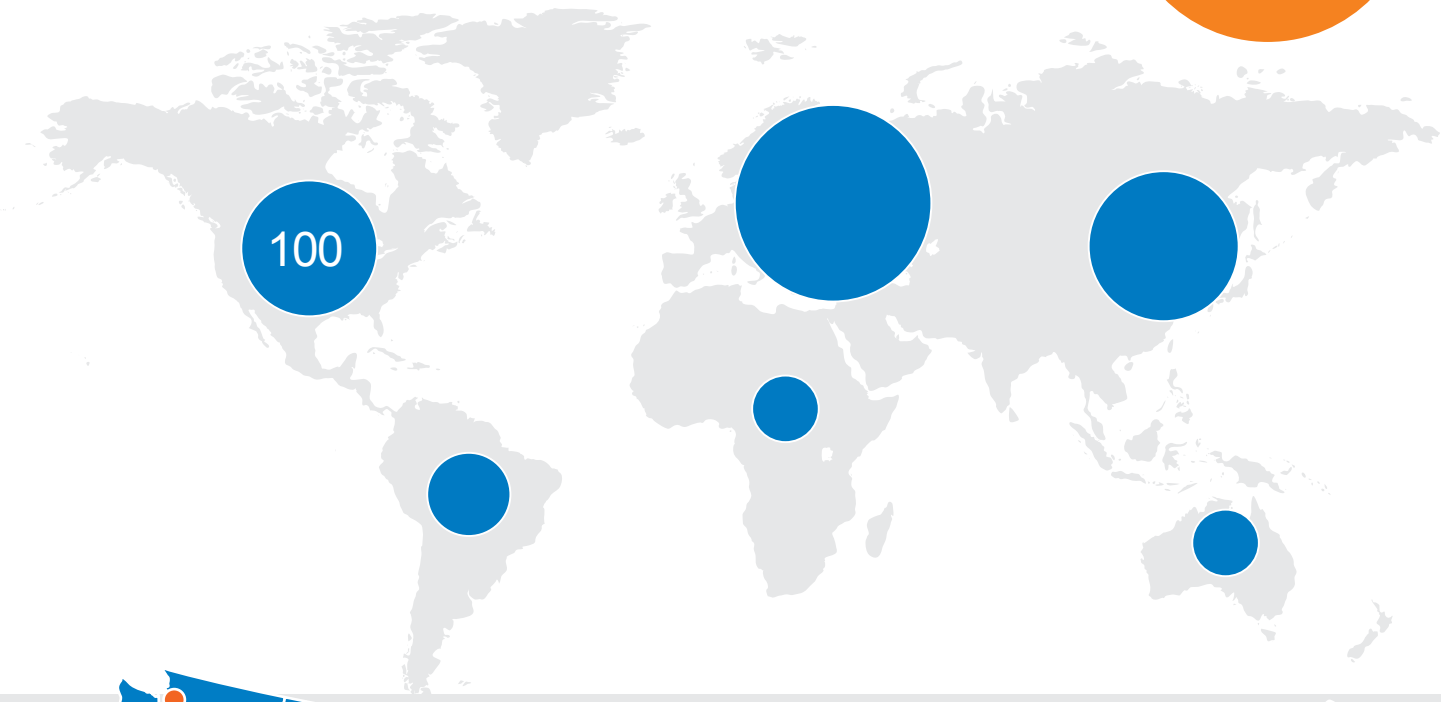
Bike share will enhance Louisville's transportation network by providing access to bicycles near businesses, tourist destinations, educational institutions, and transit stops. The program will encourage bike riding as an environmentally friendly and congestion-reducing way to get around town.

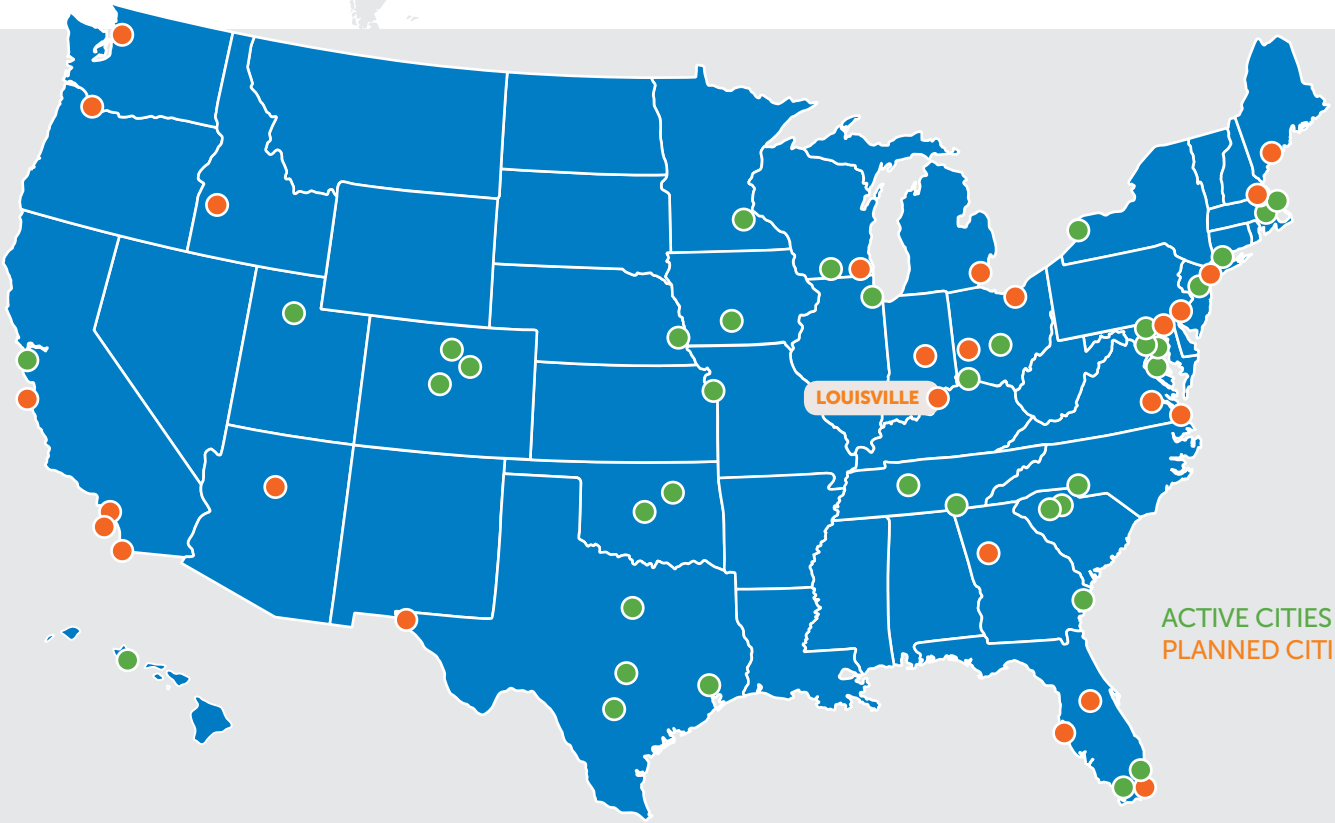
why do consumers embrace bike share?

fun	Turns commuting into a daily adventure	Improves vitality and fitness	healthy
easy	Quick & convenient way to get around town	Shared experiences with friends	social
green	Promotes clean & sustainable transit	Stop & shop: drives local commerce	local
engaging	Fosters pride in community	Ideal way for visitors to explore	friendly

where is bike share?

800+ worldwide systems





why is bike share important?

Bike sharing is a unique form of active transportation, an environmentally friendly transit option that serves to mitigate urban congestion and reduce carbon emissions while bolstering the local economy.

- Promotes a healthy lifestyle
- Creates jobs and supports local businesses
- Lowers healthcare costs through proactive exercise
- Strengthens and enhances the community
- Reduces carbon emissions
- Decreases road congestion and traffic
- Lessens our dependence on fossil fuels
- Attracts young professionals and tourists

health

Riding a bike is good for your health: 3 hours of biking per week can reduce the risk of heart disease and stroke by 50%!

economy

Bike share has a positive impact on the local economy. Every bike share trip produces $7 in local economic activity.

planet

Bike sharing is the most environmentally friendly form of transit – no pollution, no congestion, just fresh air and big smiles.

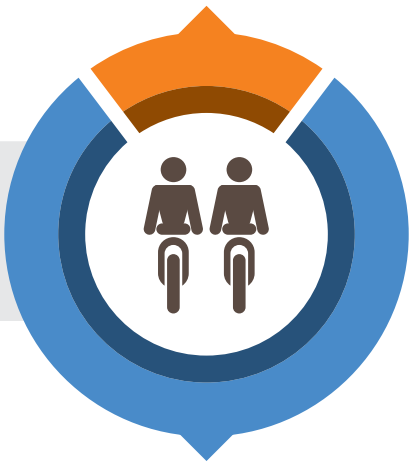
transit

Bike share complements existing forms of public transportation, working to create a comprehensive network of transit options.

bike share generates millions of impressions

rider types

20%
ANNUAL MEMBERS



CASUAL USERS
80%

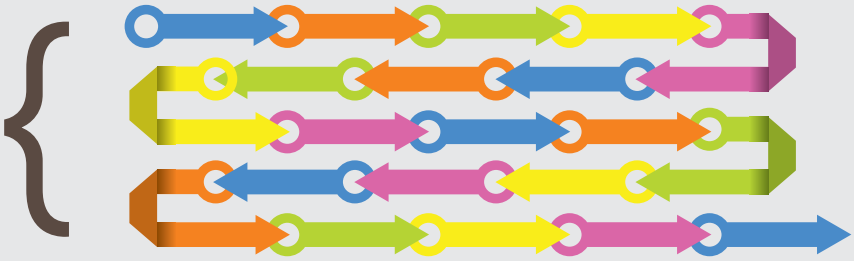
bike exposure

1
BICYCLE

CAN BE SHARED BY
1,000 people

rides per bike

300
BICYCLES



150,000
TRIPS PER YEAR

the bicycles: how they work

Bike share bicycles are GPS-enabled units that riders can locate, reserve and unlock using mobile devices, personal computers, or at hub kiosk locations. The bikes are the backbone of a scalable system that makes cycling accessible and interactive. Utilizing on-board computers, mobile communications and GPS technologies, the bicycles are state-of-the-art and fun to ride. Louisville will be choosing between one of two kinds of systems:

SMART DOCK SYSTEMS

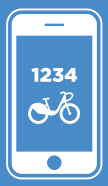
Smart Dock bike share systems are currently the dominant form of bike share equipment in the United States. With smart docks, bicycles must be checked out and returned at specific dock locations. Stations provide riders with a network of locations at which to access bikes.

SMART BIKE SYSTEMS

Smart Bike systems allow bike share users to return a bicycle within a determined hub location using onboard locking and tracking technology. Riders can locate and check out bicycles on smartphones or at hub locations, offering heightened flexibility and convenience.

Checkout is a quick and simple process. For most systems, with the setup of a basic account and credit card information, riders can check out bikes for short periods, single days, or even purchase long-term memberships.

find



enjoy a ride

return to rack

program scope

Louisville's bike share system coverage area will connect communities, attractions, businesses, and destinations; create green jobs; and attract companies and leading professionals to the region. This foundation will help the local economy to grow and prosper, improve community health, reduce road congestion, and augment personal mobility options.

Louisville will be launching with a 300 bike system, spread out across three complementary districts within the metropolitan area.

741k METRO POPULATION

37 MEDIAN AGE

$46k AVERAGE HOUSEHOLD INCOME

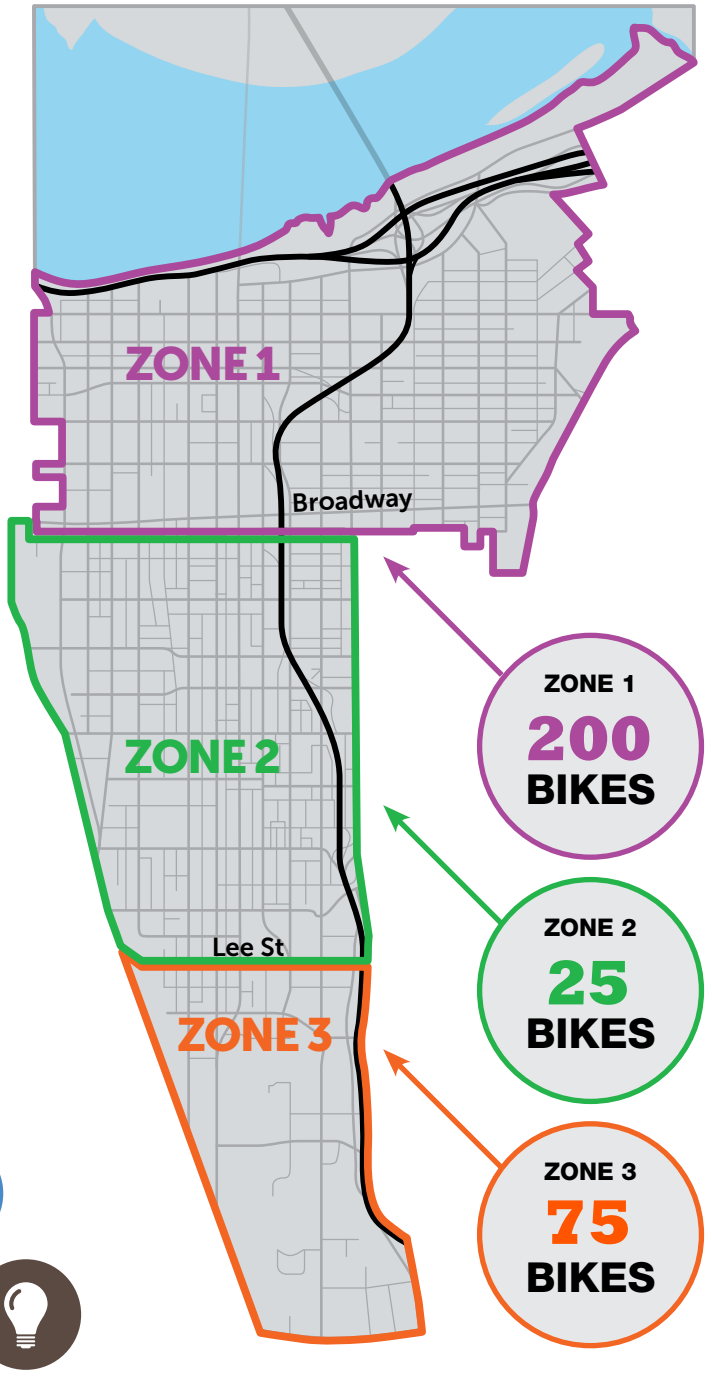
1.7 VEHICLES PER HOUSEHOLD

13m ANNUAL TOURISTS

82% DRIVE TO WORK ALONE

5 FORTUNE 1000 COMPANIES

#3 BEST CITY FOR ENTREPRENEURS



sponsorship opportunities

TITLE SPONSOR

> System naming rights
> Bicycles to display your company logo
> Website and social media to include your company branding
> Your company will benefit from ongoing promotions at community events
> Other system elements will incorporate your branding
> Media mentions during launch and system updates

STATION SPONSOR

> Host a station nearby your property
> Your company name will be posted on station
> Your company logo will be included in system maps and website
> Your staff will receive membership discounts

CORPORATE MEMBERSHIPS

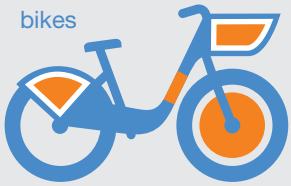
> Receive discounted memberships for your employees
> Get listed on our website as a corporate partner
> Receive a free consultation on how to become a certified bicycle friendly business
> Recognition via our social media platforms
> Enjoy other special benefits

available media

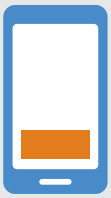
kiosks

bike racks

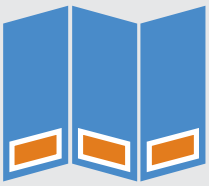
bikes



mobile



print



companies sponsoring bike share around the country

WHOLE FOODS MARKET

MasterCard

citi Citibank

TARGET

KAISER PERMANENTE

AVEDA

BARCLAYS

Humana

Deloitte.

let's get rolling!

For more information about this unique sponsorship opportunity, please contact:

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