

# CORPORATE SPONSORSHIP OPPORTUNITY

## START THE CYCLE CAMPUS BIKE SHARE PROGRAM

---

Start the Cycle provides a transportation solution for university and college students through the campus library - students can check out a bike the same way they would check out a book.

### For Free.

Founded in 2014 by two graduate students from McMaster University, Start the Cycle (STC) has grown from a small bike exchange amongst friends to become an official bike share program at McMaster University and the exclusive bike exchange of Mohawk College. Utilizing existing borrowing infrastructure from College and University libraries the program

has generated over 1000 bike checkouts since its inception - a first of its kind anywhere in the world. Currently, the program is operating with 25 bikes, servicing more than 50,000 post-secondary staff and students. Start the Cycle is poised to grow to college and university campuses across the province of Ontario and beyond. To continue to provide free access to bikes at post-secondary institutions, our corporate sponsors make critical contributions to the Start the Cycle mission while promoting a positive corporate image and engaging students tied to health and wellness, environmental sustainability and mobility.

**“START THE CYCLE HAS MANAGED  
IN A SHORT TIME TO BECOME  
A SHINING EXAMPLE OF WHAT  
STUDENT LEAD COMMUNITY  
OUTREACH CAN BE.”**

**- STEPHEN HUDDART, CEO MCCONNELL FOUNDATION**

## OUR REACH & NETWORK

In just a short time Start the Cycle has built an impressive outreach network and avenues in both traditional and social media. We raise awareness of our message and positive visibility for the campus bike share and our partners.

### Within the Campus Community

- STC promotional materials can be found in high traffic areas at all 3 campus libraries, in lecture halls, on display screens and the bikes themselves
- STC is regularly featured in campus news, social media, radio and webpage updates

### Media Presence

- Over the past year, our story has been covered more than 25 times from outlets that include CBC News, CBC Books, CBC Radio One, Metro Magazine, Hamilton Magazine, CHML, The Ottawa Sun, and Hamilton Radio AM 900

### Our Engaged and Diverse Social Community

- 370+ twitter followers including cycling, student and library organizations providing 1000+ impressions
- 250+ Facebook followers engaged in 100+ conversations with STC
- Regular Instagram updates on events, activities and cycling

## STC BY THE NUMBERS

**50,000**

staff and students on McMaster and Mohawk campuses

**500**

library bike checkouts in fall 2015

**300**

new unique users signed up for the program this semester

**50**

bikes and helmets

**3**

bike libraries on two post-secondary campuses open from fall 2014 to fall 2015

**\$0**

cost of borrowing a bike for students and staff

**400,000+**

additional staff and students at post-secondary institutions targeted for expansion



## WHY START THE CYCLE

Start the Cycle is uniquely positioned to offer compelling opportunities to connect with us on our mission, with our core values of health and wellness, environmental sustainability, and mobility. Companies that share these core values and our persistence in improving the lives of college and university aged students through free access to active transportation are critical partners in the future of our bike share program. Our corporate sponsors' brands gain access to a target audience group and because Start the Cycle has only chosen to partner with a few corporate sponsors, the opportunity for them to leverage association with Start the Cycle on campuses is extremely valuable.



## SPONSORSHIP ACTIVATION

### Campus Events

Each year STC takes part in all the frosh week activities at each post-secondary institution. We welcome students to campus and encourage the use of sustainable, active transportation through the campus bike library. This includes setting up space with on site signage, handing out promotional materials, waivers and student giveaways. STC also promotes the program during club days and sustainability day on campus regularly drawing thousands of new and existing students.

### Campus Advertisement

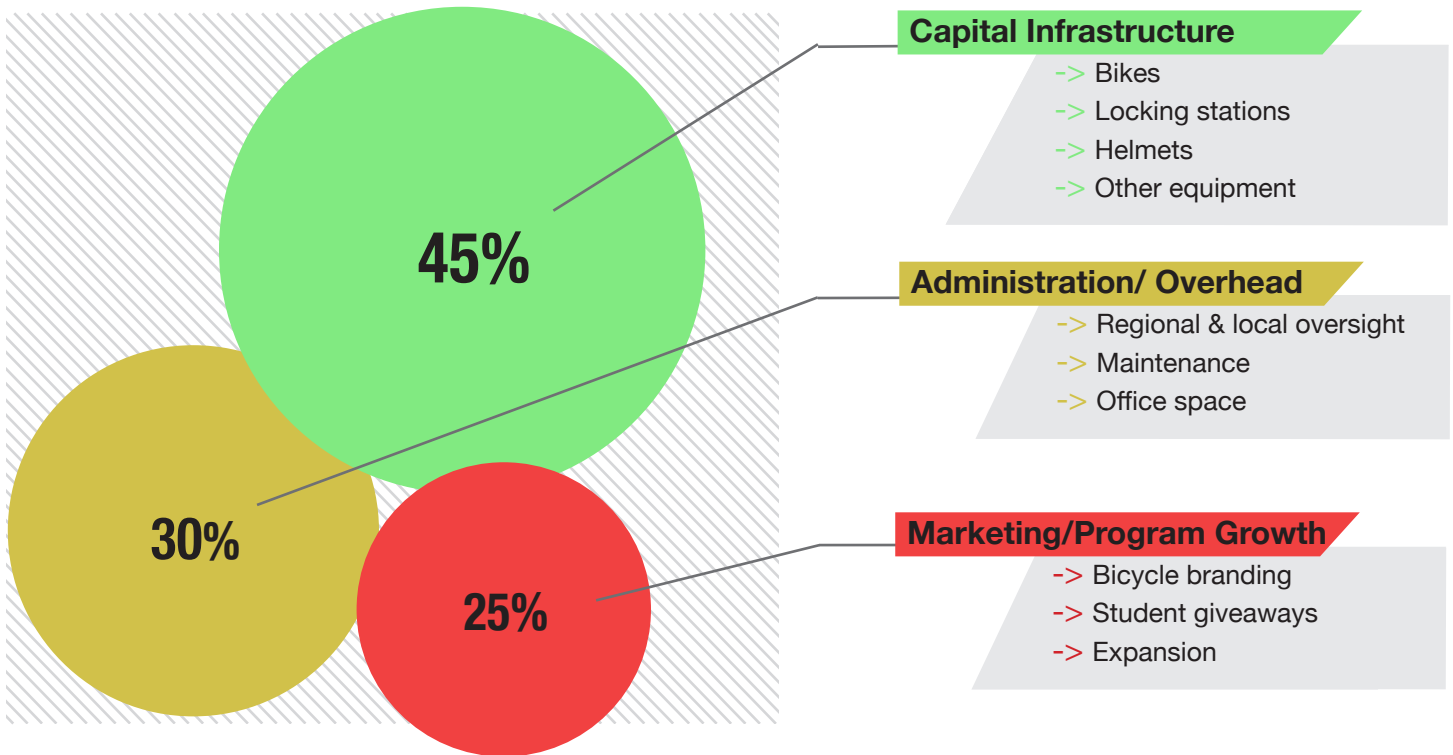
STC has access to key, heavily trafficked areas on campus in order to promote the program and provide visibility to sponsors via posters, pamphlets, stickers, and video and radio spots.

### Social Media

STC's Social Media presence continues to grow as the program is promoted on campus each coming year. Our message on social media is upbeat and informative, providing tips on cycling, health and wellness, environmental sustainability and of course conversations about campus life.



# FINANCIAL BREAKDOWN

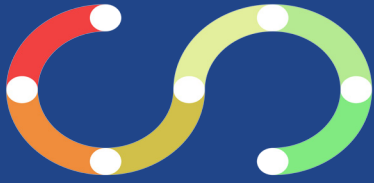


# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	EQUIPMENT SPONSOR	PRESENTING SPONSOR	REGIONAL SPONSOR	LOCAL SPONSOR
<b>COMMITMENT</b>	-	25K	15K	5K
<b>WEBSITE RECOGNITION</b>				
Logo and link on the homepage	○	○○	○○	○
Logo and link on sponsorship page	○○	○○○	○○	○
Complimentary banner ad space on social media	○○	○○○	○○	○
<b>RECOGNITION ON DIGITAL &amp; PRINT MATERIALS</b>				
Logo and name on all outreach promotional flyers	○	○○	○○	○
Logo on all bicycle stands	○○	○○○	○○	○
Logo on all bicycles	○○	○○○	○○	○
<b>PUBLIC RELATIONS &amp; MEDIA OPPORTUNITIES</b>				
Recognition in print and online ads	○	○○	○○	○
Name listing in all press releases	○○	○○○	○○	○
<b>ADDITIONAL BENEFITS</b>				
Name on Outreach e-mail blasts	○	○○	○○	○

\* Additional advertising opportunities available





[www.startthecycle.ca](http://www.startthecycle.ca)

**FOR MORE INFORMATION ABOUT THESE SPONSORSHIP  
OPPORUTNITIES OR TO DISCUSS A CUSTOMIZED PACKAGE  
TO MEET YOUR NEEDS, CONTACT CHARLES BURKE AT:**

**CHARLES.BURKE@STARTTHECYCLE.CA  
289-925-2660**