

Sponsorship Overview

Women On Bikes SoCal

Celebrating the Joy, Benefits & Beauty of Bicycling for Women!

Cycle Chic: Past, Present & Future
Urban Bike Fashion Show

A Celebration of
Dressing for the
Destination!

Thurs Sept. 13, 2012
6:30 – 9:30 pm
The Promenade
Downtown
Long Beach California
General Admission \$15
VIP \$50



Image: Allan Crawford

Event Overview

On the evening of September 13, 2012 the "Cycle Chic: Past, Present & Future...A Celebration of Dressing for the Destination" urban bike fashion show will celebrate both bicycling and urban fashion at its best in a dramatic setting in downtown Long Beach.

The fashion show will be held at the end of the prestigious "Pro Walk/Pro Bike: Pro Place" conference during the first ever national "Women's Bicycling Summit." 300 people will gather for the summit hosted by the League of American Bicyclists, the Alliance for Biking & Walking, and the Association for Pedestrian & Biking Professionals.

Immediately after the summit ends 500 people will gather at the Promenade adjacent to the state-of-the-art Bikestation to enjoy one of the most memorable fashion events of the season to benefit the Women On Bikes SoCal initiative's "Let's Double the Number of Women & Girls Riding Bikes" campaign. Your financial sponsorship will benefit both the summit and Women on Bikes SoCal!

Join Bikeable Communities, Momentum Magazine, New Belgium Brewing, Jamis Bicycles, Choura Events, interTrend Communications, Long Beach Convention & Visitors Bureau, and more in sponsoring this fun, fresh and stylish way to promote healthier living.

Women On Bikes SoCal
Celebrating the Joy, Benefits & Beauty of Bicycling!
www.womenonbikes.com



bikeable
COMMUNITIES



Above: Momentum's July cover with Long Beach's Molly Gardner of the Arts Council Long Beach. Image by Allan Crawford.



choura events

RISE TO THE OCCASION



Taiwan

THE HEART OF ASIA



interTrend
communications inc



Previous Page: Joseph Bradley of The Pedaler Society & Nicole Maltz of The Bicycle Stand both of Long Beach. Image by Allan Crawford

Event Overview

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The First National Women's Bicycling Summit

Hosted by the League of American Bicyclists, Alliance for Biking & Walking, and the Association for Pedestrian and Biking Professionals in partnership with the Pro Walk/Pro Bike: Pro Place 2012 conference and Women On Bikes SoCal!

The Need

Women are 51 percent of the population, but took just 24 percent of U.S. bicycle trips in 2009. To establish bicycling as a mainstream transportation option, we must increase women's participation on the streets and leadership within the movement. The National Women's Bicycling Summit will provide a unique opportunity for cyclists and professionals to network, share best practices and develop action steps to close the gender gap — and vastly increase the number of Americans who bike.

Women On Bikes SoCal's "Let's Double the Number of Women & Girls Riding Bikes" Campaign

An initiative of the non-profit bicycle advocacy organization Bikeable Communities, Women On Bikes SoCal is now raising funds for our October bicycle safety scholarship program for twelve dedicated and talented women who will serve as much needed bicycle safety trainers for the South Bay, East and South L.A., and Long Beach regions. The phase one level candidates have already been selected — the next hurdle is the pre-test for the League of American Bicyclists' "League Certified Instructor" program.



Elizabeth Williams, principal of Cali Bike Tours is one of the candidates for our bicycle safety training scholarship program just for women. The program set for October is the first of its kind in the nation. Image courtesy of ARobersonPhoto.com.

Women's Bicycling Summit Hosts:



In Partnership With:

PRO WALK / PRO BIKE 2012:
PRO PLACE
CONFERENCE
LONG BEACH, CALIFORNIA | SEPTEMBER 10-13
Reimagine • Refresh • Revitalize
YOUR COMMUNITY

The Fashion, & Accessory Lines

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www.womenonbikes.com

A growing list of companies will be showcased including: Pocampo, Yellow 108, The Academy, Nona Varnado, The Cambridge Raincoat Company, Bicycle Fixation, Vespertine, Violet Love & Rebecca Michaels, Elle B See, Raven & Lilly, Jill Yee, Rose Pedals Jewelry and more! Below are images from just a few...



THE ACADEMY LONG BEACH

The Bike Lines

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As of July **Jamis**, **Electra**, and **Linus** bike lines have signed up to be featured in the show with more signing up every day. We will also feature an impressive collection of vintage bikes as well from **Cyclone Coaster** who organizes one of the largest vintage rides in the U.S. We are delighted to have the expert help of Evan Whitener and Nicole Maltz of the Bicycle Stand to curate the vintage bikes for the show.



Above: Women On Bikes SoCal spokeswoman Suja Lowenthal shows off a Linus City Bike. **At left:** Bernard Serrano of Cycle Coaster.





Our Special Guest Mikael Colville-Andersen

The founder of the world-wide Cycle Chic movement in 2006 via his blog Copenhagenize.com, Colville-Andersen is a “Bicycle Anthropologist” who promotes the concept of “citizen cyclists” with his in demand talks given around the world.

Colville-Andersen will be a keynote speaker at the Pro Walk/Pro Bike: Pro Place conference and a special guest of our Cycle Chic show. His stunning images in the exhibit “Monumental Motion” are on a world-wide tour and have been featured in *Town & Country Magazine* in Dec 2011, *Momentum Magazine* in January/February 2012, and in June 2012 he was profiled on Details.com. Colville Andersen is also the author of the new Cycle Chic book.

Dr. Suja Lowenthal, Councilmember of Long Beach – Spokeswoman

Suja has played a key leadership role in Long Beach’s move to bike-friendliness. She combines her experience in the community with her education in business and urban planning to address issues such as parking, public safety, air & water quality and commercial development through sustainable, long-term policies.



Outreach & Influence

Launched in November of 2011 Women On Bikes SoCal’s beautiful imagery, 360 degree story telling, and a fun, fashion forward take on bicycle advocacy for women and girls has quickly garnered attention of bicycle advocacy leaders and media outlets such as *KABC Channel 7*, *KCAL 9*, *KNX News Radio*, *KCET’s LA Observed* and more. In May of 2012 both Women On Bikes SoCal and spokeswoman Dr. Suja Lowenthal, Councilmember for Long Beach are profiled in the May 2012 issue of *Momentum Magazine*. Women On Bikes SoCal began a very proactive marketing and media outreach campaign for the Cycle Chic show in mid July in collaborating with its sponsors, talent, and fashion show participants.

Talent

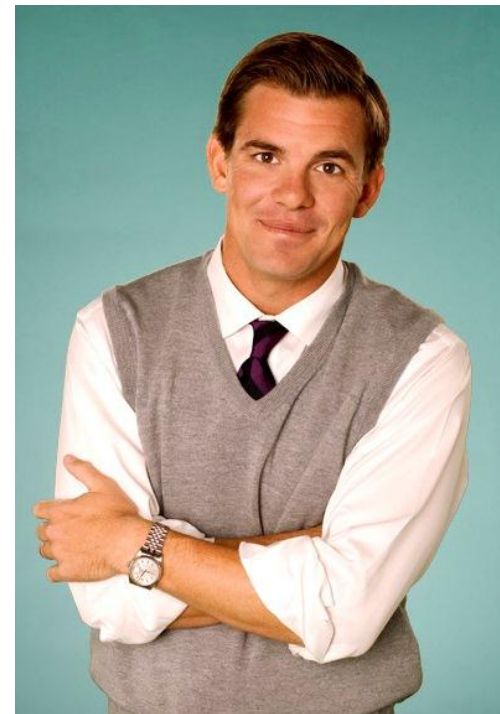
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Ryan Choura – MC/Event Adviser

Ryan Choura is the owner of Choura Events, a 4th generation full service event company whose name is associated with the Golden Globes, Electric Daisy Carnival, The Taste in Beverly Hills, Treasure Island Music Festival, high profile Grammy after parties, and an A list of top planners such as Jeffrey Best and Brent Bolthouse. Choura Events has also been featured on WE TVs My Fair Wedding, The Real L Word and written up by several industry pubs on being an up and coming Event Company.

Under Ryan's leadership as CEO of Choura Events the company has expanded into a full range of event services. Ryan believes that life is more than your title and counts his 13-year marriage to his wife Audrey his biggest success. They have two kids, George and Grace.

He as well serves on the BIOLA Alumni Board, Long Beach Convention and Visitors Bureau, STAGS (a non-profit that raises funds for the Stramzki Center) and recently participated in Dancing for our Stars that raised over 275,000 for Long Beach Memorial Hospital.



Melissa Balmer – Event Chair

Women On Bikes SoCal Editor/Initiative Director Melissa Balmer is a writer, project manager, and media specialist. She has served as the editor of *Long Beach Magazine* (now *Live Long Beach*), and placed clients in such media outlets as *KABC Channel 7 News*, *MTV*, *Univision*, *KCET*, *Modern Bride*, *Los Angeles Magazine*, *The Orange County Register*, *The Daily Breeze*, *The Press Telegram*, *The Long Beach Business Journal*, *The Gazettes* and more. She has been active in social media for over twelve years.

In the non profit realm Melissa has served as the Vice President of Fundraising for the "Friends of the Neighborhood Youth Association" of Venice and Mar Vista, created themed friend + fundraisers with Leanna Rodgers for WomenShelter, Food Finders, W.I.N.T.E.R. Women and the "Miss Morry's Vintage Pin Up Contest" for the Historical Society of Long Beach. She is a creative team member for the Bike Long Beach's upcoming Share Our Streets multi-media road safety campaign, and Host Facilitator for the Pro Walk/Pro

Bike: Pro Place 2012 conference.



Talent

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Jane Nakagawa - Event Adviser

Jane is the VP of Strategy for interTrend Communications where she oversees the planning and research functions of the agency. Her expertise is customer creation and market strategy. Prior to joining interTrend, Jane was the Global Planning Director for the Infiniti account at TBWA/Chiat/Day. She is also a contributing writer on the topic of automotive culture and design for Edmunds.com.

Before entering the world of advertising Jane was the Director of Advanced Planning and Strategy for Nissan North America, where she was responsible for the annual product lineup and powertrain strategy. Jane was with Nissan for 18 years, and in 2008, she was named one of the top 50 people who made enduring contributions to Nissan's 50 years in America by Automotive News.



Kerri Zane – Event Adviser

For more than two decades Kerri has been involved in media as an Emmy award winning TV executive producer, writer, author, radio co-host and speaker. As an Ambassador of Healthy Living for Single Moms she hosts a health and fitness informational series for Long Beach, California's Bikeable Communities. She is the co-host for Innerlight Radio's international The Natural Healing and Natural Remedies show sponsored by Mazu Gold. Find out more about Kerri on her website www.kerrizane.com.

Sponsorship Levels

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Please Note: Individual sponsorship packages can be created to serve your organizations particular needs and interests, including “in kind” donations. Please contact Melissa Balmer at (562) 612-0197 or via email at: wobsocal@gmail.com. Payment can be made safely and conveniently via PayPal or by check. Checks should be made out to “**Bikeable Communities**” and mailed to Melissa Balmer 1152 E. 1st St., #304 Long Beach CA 90802.

Leadership Level \$5,000

Your banner hung at both the Women’s Bicycling Summit & Cycle Chic fashion show
Two 10- top tables in VIP section of Cycle Chic fashion show
Your corporate logo projected on one of the Promenade buildings during the fashion show
10 tickets to the Women’s Bicycling Summit + General Admission Cycle Chic fashion show
(tickets for both events can be donated for scholarship opportunities on your behalf if desired)
Premium placement of name in event press releases
Half page ad in the Women’s Bicycling Summit/Cycle Chic fashion show event guide
Logo banner included on event sponsorship page of the Women On Bikes SoCal fashion show event page
Logo included on the front page of the Women On Bikes SoCal website
Logo included in the event’s digital ads on the Long Beach Post.com website (early August commitment needed)
Logo included in e-news blasts of both the Women’s Bicycling Summit + Women On Bikes SoCal
Logo included in our sponsorship kit
Special recognition at both Women’s Bicycling Summit & Cycle Chic fashion show event
Special recognition in proactive social media outreach

Partnership Level \$3,000

Your banner hung at both the Women’s Bicycling Summit & Cycle Chic fashion show
One Ten-top table sponsor in VIP section for Cycle Chic show/8 tickets to the Women’s Bicycling Summit
(tickets for both events can be donated for scholarship opportunities on your behalf if desired)
Premium placement of name in event press releases
1/4th page ad in the Women’s Bicycling Summit/Cycle Chic fashion show event guide
Logo included in the event’s digital ad on the Long Beach Post.com website (early August commitment needed)
Logo included on event sponsorship page of both Women’s Bicycling Summit & Cycle Chic websites
Logo included in e-news blasts of both Women’s Bicycling Summit and Women On Bikes SoCal
Recognition at both Women’s Bicycling Summit and Cycle Chic fashion show event
Special recognition in proactive social media outreach

Sponsorship Levels

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Collaborator Level \$1,500

2 VIP tickets for the Cycle Chic fashion show or 3 tickets to the Women's Bicycling Summit
(which includes tickets to the Cycle Chic show - tickets can be donated for scholarship opportunities on your behalf if desired)
Name in event press releases
Logo included in the event's digital ad on the Long Beach Post.com website (early August commitment needed)
1/8th page ad in the Women's Bicycling Summit/Cycle Chic event guide
Logo included on event sponsorship page for the Women's Bicycling Summit & Women On Bikes SoCal websites
Logo included in e-news blasts of both Women's Bicycling Summit and Women On Bikes SoCal
Recognition in proactive social media outreach

Fan Level \$500

1 VIP ticket for the Cycle Chic fashion show or 2 tickets to the Women's Bicycling Summit
(which includes tickets to the Cycle Chic show - tickets can be donated for scholarship opportunities on your behalf if desired)
Name in event press releases
Logo in Women's Bicycling Summit/Cycle Chic event guide
Logo included on event sponsorship page for the Women's Bicycling Summit & Women On Bikes SoCal websites
Logo included in e-news blasts of both Women's Bicycling Summit and Women On Bikes SoCal
Recognition in proactive social media outreach

Gift Bag Promotions - 50 - 75 items for VIP gift bags

1 VIP tickets to Cycle Chic fashion show and 2 tickets to the Women's Bicycling Summit
(tickets can be donated for scholarship opportunities on your behalf if desired)
Name in event press releases
Logo in Women's Bicycling Summit/Cycle Chic event guide
Name included on event sponsorship page of "Women On Bikes SoCal" website & Women On Bikes SoCal e-news blasts
Recognition in proactive social media outreach

Items for Opportunity Drawings

The benefits for this type of donation depends on the value. Please contact Melissa Balmer at (562) 221-9672 or via email at wobsocal@gmail.com to discuss further.