



*bike***LINCOLN**<sup>™</sup>

## Sponsor Overview

A bike share sponsorship is an opportunity to connect with people, rather than simply a chance for name recognition. By branding a City service, you provide the public with a positive way to talk about your brand.

### *System:*

- \* Phase 1: 15 stations and 100 bikes
- \* Projected: 12,000 members in 2016
- \* Launching 2016

### *System sponsors:*

- \* Position brands on equipment in high-visibility public areas.
- \* Receive recognition on the web, apps, newsletters, and social media.
- \* Support public efforts to build community and encourage healthy, active lifestyles.

### *Sponsors provide:*

- \* Local match to initial capital costs. The City of Lincoln has received \$600,000 in Congestion Mitigation and Air Quality (CMAQ) funds and requires a \$150,000 match to provide the Phase 1 system.
- \* Long-term operations and maintenance funding for the program, including outreach and education efforts to build a safe and accessible program for the whole community.
- \* Positive word-of-mouth to employees and customers.

### *Sponsorship opportunities:*

- \* Stations – Branded stations located in high-traffic, high-visibility areas. Sponsors will have their logos on the kiosk and station poster and be recognized on the bike share program's website and smartphone app.
- \* Bikes – Station sponsors will have their logos on the bikes initially located at that station.

Bike sponsorship is branding in motion. Bike share users can return bikes to any station after use, so logos travel throughout the system.

- \* A bank could receive advertising space at each kiosk next to the card reader.
- \* A hotel could provide bike share as an amenity to its guests as an easy way to tour the City.
- \* A business could provide bike share as a wellness amenity for its employees.

### *How it works:*

- \* Cyclists can join by purchasing a 24-hour Fun Pass! for \$6; a one-month pass for \$10; or a one-year membership for \$80.
- \* Trips are free for the first 30 minutes with a pass. A \$3 fee applies for every half-hour after the first 30 minutes.

To use the bikes, cyclists swipe their membership cards or credit cards and get a bike from a dock. They return the bike to any open dock after their ride.

***Prices are preliminary and may be subject to change.***

## Station Placement

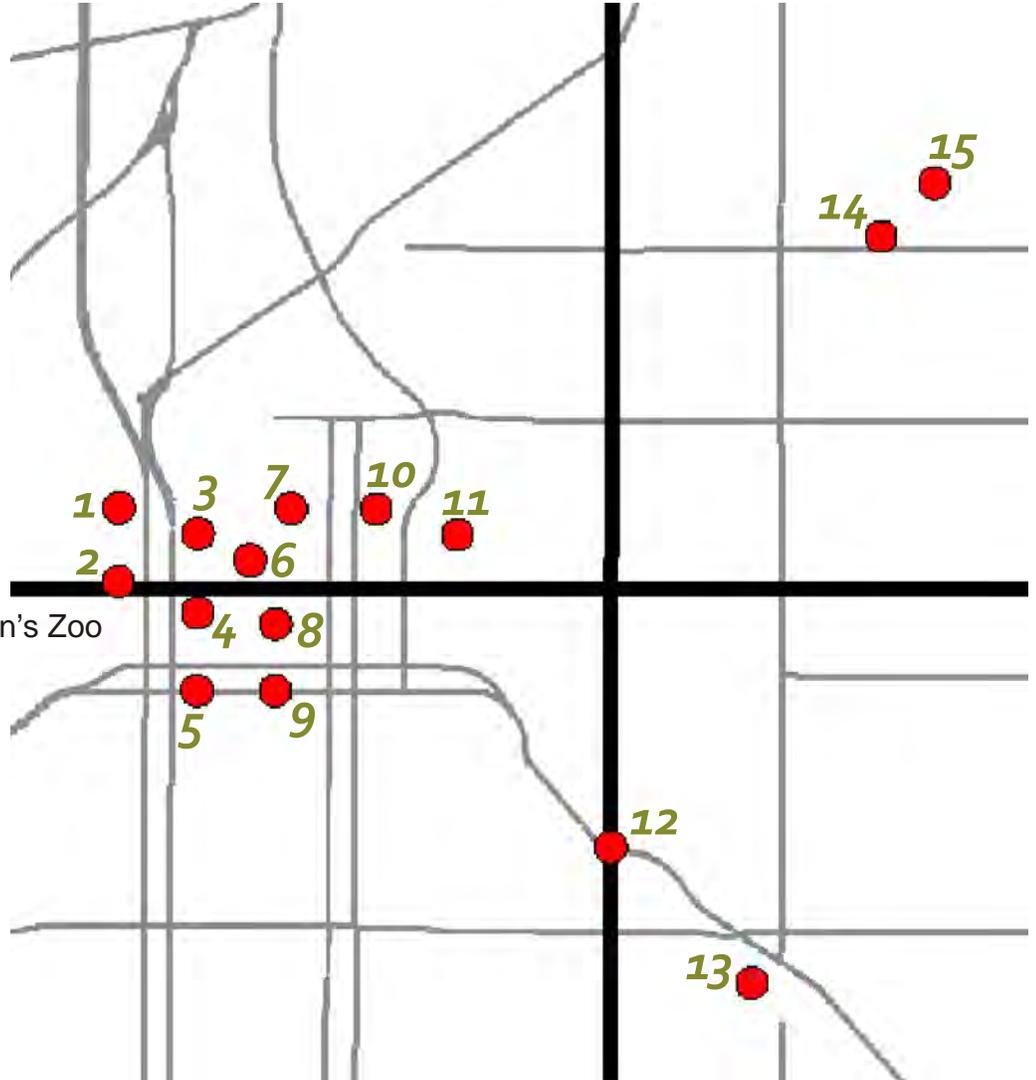
The map below was developed as a result of a 5 minute walking density survey in the downtown area with additional destinations outside of the 5 minute density included in the system's Phase I approach. The map and table below illustrate the proposed deployment of Lincoln's bike share in year one, pending review.

The number of bikes at any given station will fluctuate throughout the day. The number of docks at a station represents the maximum number of bikes that can reside at a station.

### Proposed system map

#### Legend

1. 8th and "R"
2. 8th and "P"
3. 11th and "Q"
4. 11th and "N"
5. 11th and "K"
6. 13th and "P"
7. 14th and "R"
8. 14th and "N"
9. 14th and "K"
10. 18th and "R"
11. 21st and "Q"
12. Sunken Gardens / Children's Zoo
13. Antelope Park
14. East Campus
15. East Campus



# Station Sponsorship

## *Benefits of sponsoring a station:*

- \* Branding on the front and both sides of the kiosk, full coverage of the station poster and recognition on the station map.
- \* Logo and link on system website.
- \* Recognition in newsletters and annual reports.

## *Pricing*

- \* Pricing includes station and bikes for advertising purposes.
- \* To host a new station outside of the Phase 1 system, please contact us for station sizing and pricing.

## *Sponsors provide:*

- \* Local match to initial capital costs. The City of Lincoln has received \$600,000 in Congestion Mitigation and Air Quality (CMAQ) funds and requires a \$150,000 match to provide the Phase 1 system.
- \* Long-term operations and maintenance funding for the program, including outreach and education efforts to build a safe and accessible program for the whole community.
- \* Positive word-of-mouth to employees and customers.

<i>Initial infrastructure</i>	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>3 year total per station</i>
	<b>\$19,334</b>	<b>\$9,334</b>	<b>\$9,334</b>	<b>\$38,002</b>

*Please note that the image below is an example of a bike share system docking station.*



## Bike advertising

Bike advertising is available with your station sponsorship. Please contact us with any questions or requests for quotes on becoming a bike share sponsor.

### Overview

- \* Bike decal applications last for one full season.
- \* All sponsors receive recognition on the system website.

### Bike advertising dimensions

Please note that the images below are examples of a bike share system bicycle and advertising opportunities.



*Madison B Cycle*



*Topeka Metro Bike – Social Bike*



*Zagster*

# Bank Sponsorship

The bike share program offers a local bank partner an opportunity to advertise on each bike share kiosk and on the system website.

<i>What sponsor bank would get:</i>	<i>1-year option</i>	<i>3-year option</i>
Preferred payment partner:	\$10,000	\$7,500 per year
Bank logo on every kiosk or mobile app (dependent on vendor's payment system) and bank logo prominently displayed on website at point of purchase		

# Hotel Sponsorship

Local hotels can buy the 24-hour Fun Pass! for their guests. Hotel guests are responsible for the usage fees incurred if they choose to ride longer than the first 30 minutes.

<i>Pass</i>	<i>Cost</i>	<i>Maximum passes allotted</i>
24 hour Fun Pass!	\$3.00/per pass	300
24 hour Fun Pass!	\$2.00/per pass	1,000

*Front*



*Examples from Madison, Wisconsin's HotelRED.*

*Back*

**B** Experience Madison B-cycle

Enter promo code: **8182014**  
 for complimentary 24 hour access at any kiosk today!  
 Access includes trips 30 minutes or less, usage fees apply to longer rides

ACCESS FEE	0-30 MIN RIDE	31-60 MIN RIDE	ADDDL 30 MIN	TOTAL PRICE
\$0	+	\$0	\$2	\$5

Download the B-cycle app for a station map!  
[www.MadisonBcycle.com](http://www.MadisonBcycle.com)



## Corporate Sponsorship

Partnerships with local businesses help establish bike share as a viable transportation option for employees and patrons. The Employer Partner and Membership Discount Programs offer organizations the opportunity to support bike share and receive recognition, while offering employees and guests access to reliable, low-cost, quick transportation throughout downtown.

### *Employer Partner Program – 15+ employees*

- \* Discounted rate of \$50 per annual membership.
- \* Minimum commitment of 15 memberships.
- \* Employer contribution may range from 25% to 100%. Employees are responsible for usage fees over the first 30 minutes.

<i>Employer Partner Options</i>	<i>Level 3</i>	<i>Level 2</i>	<i>Level 1</i>
<b>Employer Contribution</b>	<b>\$50</b>	<b>\$25</b>	<b>\$12.50</b>
<b>Employee Contribution</b>	<b>\$ 0</b>	<b>\$25</b>	<b>\$37.50</b>

### *Membership Discount Program – 1 to 14 employees*

- \* Discounted rate of \$65 per annual membership.
- \* No minimum on the number of memberships sponsored.
- \* Employer determines the contribution amount to offer to employees as a subsidy.

**Contact:** *Kellee Van Bruggen*  
*Transportation Planner*  
*Lincoln/Lancaster County Planning Department*  
*555 S. 10th Street, Suite 213*  
*Lincoln, NE 68508*  
*402-441-6363*  
*kvanbruggen@lincoln.ne.gov*