



## Shenandoah Valley Bicycle Coalition Partnerships Package

### Why Partner Together?

The Shenandoah Valley Bicycle Coalition (the Coalition) is dedicated to building a better, more connected community through biking, walking, and reclaiming public spaces for all. We believe in the power of bicycles to transform individuals, neighborhoods, and the environment—and we invite you to be part of this movement.

As a partner, you won't just support our events and initiatives (though, this past year, we had over 180 events!)—you'll help build a vibrant, healthier, and more connected Shenandoah Valley, filled with safe trails, accessible greenways, and thriving public lands. Our community spans the Central Shenandoah Valley and consists of riders (of all kinds!), hikers, commuters, advocates, trail builders and stewards. The movement we have built is spreading, and we pull people in across the Mid-Atlantic and nation-wide for events and to visit our regional trails.

### A Few Fun Facts About Our Community Reach

- The Coalition email list includes over **3,000 subscribers**, with an average **58.5% open rate in 2024**. We focus on personalized and segmented communication in addition to monthly email newsletters.
- You can find us on **Facebook (5.8k followers), LinkedIn (768 followers), and Instagram (3,688 followers)**.
- Our **website** serves as our home base for all programs, stories, blogs, advocacy, and community action, last year inviting over **41k users** into our work.
- **YouTube** has proven to be a platform for sharing stories and creating action. Last year, our **Bikes for Neighbors** video got over **14k views**.
- With over **180 events** last year—ranging from marquee events to group rides, trail days, and community events—our average attendance was **40 people per event**, with marquee events drawing up to **400 participants**.
- [Learn more about our impact](#)

### Partnership Levels

1. Trailblazer Partner: \$10,000+

- **Select Benefits:** Recognition as a lead partner for all major Coalition events, including our signature Great Stokesville Campout, Century, and annual trail maintenance days. Opportunity to speak at an event.
- **Visibility and Event Exposure:** Company logo prominently featured on all banners, event merchandise, and digital promotions.
- **Custom Engagement:** Opportunity to co-host an event or educational workshop with the Coalition, highlighting your commitment to community development.
- **Community Impact:** Be recognized as a core supporter in transforming the Shenandoah Valley into a bike-friendly region that's open and accessible to all.
- **Social Media:** One uniquely and professionally produced storytelling piece for Facebook, Instagram, and YouTube as well as quarterly social media posts featuring the brand.
- **Limit: 5 Flagship Partners**

## 2. Pathway Partner: \$5,000+

- **Event Recognition:** Your business will be recognized as a key partner at one of our community events—such as family-friendly rides, trail workdays, or educational clinics. Opportunity to speak at events as well.
- **Brand Presence:** Inclusion of your logo on event materials, including printed flyers, digital newsletters, and social media posts.
- **Feature Opportunity:** A dedicated spotlight on your company in our monthly newsletter that reaches over 3,000 engaged community members.

## 3. Community Rider Partner: \$1,000+

- **Logo Exposure:** Company logo featured on our website and at sponsored events.
- **Community Support Visibility:** Be acknowledged in our annual report, social media posts, and monthly newsletter for your commitment to making biking fun and accessible.
- **Employee Engagement:** Opportunity to organize a volunteer workday for your employees with our trail-building team.

## 4. Friend of the Coalition: \$500+

- **Local Impact:** Name recognition at smaller community events and trail projects.
- **Digital Thanks:** A thank-you shoutout on our social media channels, recognizing your business's role in supporting local biking and walking infrastructure.

## Custom Partnership Opportunities

We're always excited to collaborate in creative ways. If you'd like to discuss custom opportunities—such as sponsoring a new community trail, underwriting a public art project, or aligning your brand with a specific advocacy initiative—let's get creative.

## Partner Benefits Summary

- **Brand Exposure:** Reach a diverse, active audience passionate about outdoor recreation, environmental sustainability, and community building.
- **Community Connection:** Align your business with an organization dedicated to making Shenandoah Valley a healthier, more connected, and vibrant place to live.
- **Employee Involvement:** Provide opportunities for your employees to get involved in local initiatives, fostering team spirit and a sense of shared impact.

Partners will receive consistent, meaningful recognition throughout the partnership. Examples include:

- **Social Media:** Monthly posts highlighting partners on Facebook and Instagram.
- **Event Exposure:** On-site banners, merchandise branding, and shoutouts during speeches.
- **Newsletter Features:** Partner spotlights in our newsletter (3,000+ subscribers).

## Let's Ride Together!

Partnering with the Shenandoah Valley Bicycle Coalition is about more than just partnership—it's about being a part of meaningful community change. By supporting our work, you help make biking and trails fun, safe, and accessible for everyone. Let's build a better future together.

**Contact Us:** For more details or to set up a meeting, please contact us at:

- **Website:** [SVBCoalition.org](http://SVBCoalition.org)
- **Email:** [amanda@svbcoalition.org](mailto:amanda@svbcoalition.org)
- **Office:** 85 W Gay St Harrisonburg VA, 22802
- **Phone:** 571-241-2952

## Partnership FAQ

### **Q: How do I submit an in-kind donation?**

A: Have a conversation with [amanda@svbcoalition.org](mailto:amanda@svbcoalition.org) regarding your ideas for a collaborative and fair in-kind donation, and she'll individually craft that with you.

### **Q: What's the timeline for partner recognition?**

A: Recognition begins within two weeks of signing (this gives us time to get your information posted on our website and in newsletters!) and lasts for 12 months! At the end of 12 months, we can revisit the partnership and determine if it is best fit for continuing.

**Q: Can I choose which event or initiative to support?**

A: Absolutely, that is part of the process that we do together! Custom partnership opportunities allow you to align your support with specific programs or events, in return, better aligning with you an audience that supports your goals.