



SPONSORSHIP PROGRAM



(915)-212-BIKE



suncycle@crrma.org



IT'S TIME TO RIDE!



DOWNLOAD THE
BCYCLE APP

ELPASO.BCYCLE.COM

SHARE THE RIDE

Transportation to get the most out of El Paso

Since our September 2015 launch, SunCycle (El Paso B-cycle) has been a popular, easy way for locals and visitors to get around and enjoy El Paso. Our network of 16 bikeshare stations provides on-demand access to our fleet of 160 bikes, 24/7 - with even more bikes and stations planned for the future.

SunCycle is much more than just a transportation option. We are a great way to increase brand exposure on a popular platform, getting thousands of impressions every month. Whether you have a new product campaign or want to make a long term investment in a popular community amenity, we have options to help you grow your business and benefit the community.



WHO USES SUNCYCLE?

PROFESSIONALS

Bike share stations located at El Paso City Hall, the El Paso County Courthouse and Pioneer Plaza have got the Downtown Government District and the Downtown Office District covered. Riders can get to meetings and other engagements around downtown without taking their cars out of the garage or having to search for on-street parking.



STUDENTS

Students at the University of Texas at El Paso and El Paso Community College are some of SunCycle's most loyal riders. In addition to on-campus stations, SunCycle provides important connectivity from both campuses to entertainment amenities and the International Bridges.



VISITORS

SunCycle is purposefully woven into the fabric of key cultural amenities in our service area. In addition to stations located within walking distance of area hotels, stations also provide easy access to the museums, sports and performing arts venues, convention facilities, and other unique places which draw out-of-towners to El Paso.



TRANSIT RIDERS

El Paso's increasingly diverse mass transit system converges in the heart of SunCycle's service area. Riders can easily transfer to and from citywide transit service via bike share stations near Sun Metro's Burt Williams Downtown Transfer Center and the Glory Road Transfer Center. SunCycle users will soon be able to enjoy the El Paso Streetcar route as an alternative transit service.



DINERS

From fine dining to casual bistros to unique food carts, SunCycle can be a rider's ticket to a culinary tour of El Paso. Professionals can hop on a bike to grab a quick bite during the workday or they can cycle to meet friends for an after work meal.

SHOPPERS

Whether buying groceries, daily essentials, a new outfit, or something special for a friend, SunCycle links riders to the vibrant shopping areas in South El Paso, Kern Place and Downtown El Paso. Each of SunCycle's 160 bikes is outfitted with ample storage space so riders can easily transport their purchases.



SUNCYCLE AT-A-GLANCE

STATIONS:



16



**160
BIKES**

BUSIEST DAY:

AUGUST 14, 2016
(260 TRIPS)



TRIPS:

18,451



OPERATING DAYS:

24 HOURS

7 DAYS A WEEK

365 DAYS A YEAR



BUSIEST STATION:

**SAN
JACINTO
PLAZA**

SOCIAL MEDIA FOLLOWER COUNT:



FACEBOOK
2,003



INSTAGRAM
999



TWITTER
216



**CALORIES
BURNED:**
3,798,263



**CARBON
OFFSET:**
90,207 LBS



**TOTAL MILES
TRAVELED:**
95,408

TOTAL TRIPS:

2016

12,062

2017

18,451

PARTNERS:



FOR QUARTERLY TRIP ACTIVITY STATISTICS PLEASE VISIT CRMA.ORG



- 1  **ANTHONY ST**
116 ANTHONY STREET
- 2  **SAN JACINTO PLAZA**
300 N. OREGON
- 3  **CLEVELAND SQUARE**
510 N. SANTA FE STREET
- 4  **BALLPARK WEST**
ONE BALLPARK PLAZA
- 5  **PIONEER PLAZA**
125 PIONEER PLAZA
- 6  **EL PASO COURTHOUSE**
500 E. SAN ANTONIO
- 7  **DOWNTOWN CENTER**
630 S. SANTA FE STREET
- 8  **ACADEMIC SERVICES**
501 W. SCHUSTER AVE
- 9  **SOUTH SUN BOWL**
2200 SUN BOWL DR
- 10  **UTEP LIBRARY**
500 W. UNIVERSITY AVE
- 11  **OREGON & UNIVERSITY**
111 WEST UNIVERSITY AVE
- 12  **EPCC**
100 W. RIO GRANDE
- 13  **MUNDY PARK**
1299 YANDELL
- 14  **EP CITY HALL**
300 N. CAMPBELL ST
- 15  **NORTH SUN BOWL**
3350 SUN BOWL DR
- 16  **KERN PLACE**
300 CINCINNATI AVE



DOWNLOAD THE BCYCLE APP FOR LIVE MAP UPDATES

EVENT EXPOSURE



BECOME A STATION SPONSOR

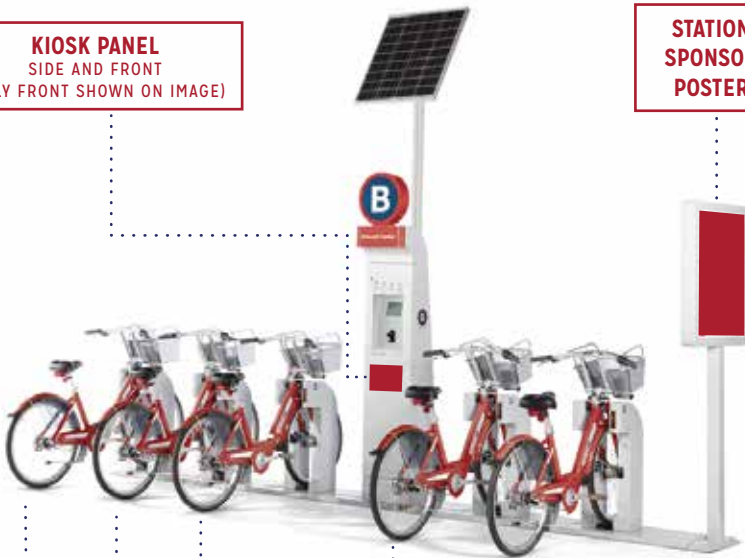
Partner with SunCycle and sponsor a station. You can advertise your business on our bikes and kiosks, and drive traffic to your location.

SPONSORSHIP FEATURES

- Logo branding decals on basket display panels from 10 bikes in the fleet
- Logo branding decals installed on kiosk tower frame at selected stations
- Station poster display branded
- Link and company logo displayed on SunCycle website
- Digital promotion on SunCycle Social media platforms
- 5 annual membership passes (per year)
- 50 promo code day passes customized with logo (per year)

KIOSK PANEL
SIDE AND FRONT
(ONLY FRONT SHOWN ON IMAGE)

**STATION
SPONSOR
POSTER**



LOGO BRANDING ON 10 BIKES
(NOT SHOWN ON IMAGE)



BECOME A TITLE SPONSOR

As a founding sponsor, SunCycle will work with you to build a package of benefits which works best for your organization or business. Options could include passes for employees, free rides for clients, or setting up a mobile kiosk at one of your events.

Call us today to begin discussing your custom title sponsorship package.

SPONSORSHIP FEATURES

- All stations red label decal include sponsor logo
- Each station map display co-branded with sponsor logo
- Sponsor name integrated into SmartPhone App map display
- Link and logo on El Paso Bcycle website
- Digital promotion on social media platforms
- Kiosk home page digital message display co-branded with sponsor
- Sponsor logo branding on all bikes in system in designated placement
- 10 annual membership passes (per year)
- 100 promo code day passes customized with logo (per year)
- Special event promotion/ demonstrations/ virtual station staffing (2 per year)



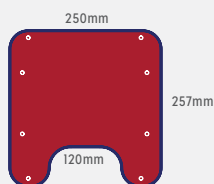


PLACEMENT ON BIKES & STATIONS

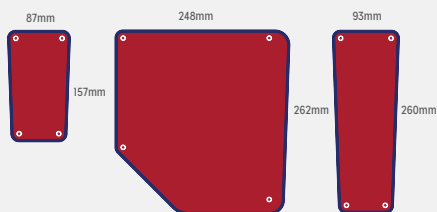
ADVERTISING SPECIFICATIONS

STATION SPONSOR FEATURES

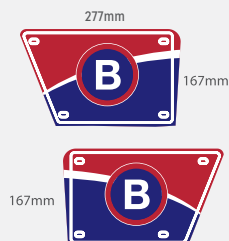
A MESSENGER BIKE BASKET 1 PANEL



B MESSENGER BIKE BASKET 3 PANELS

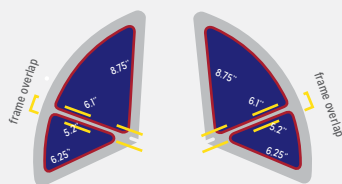


C MARKET BASKETS 2 PANELS

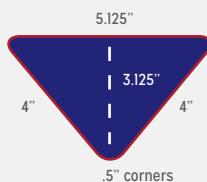


TITLE SPONSOR FEATURES

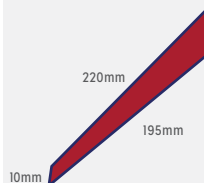
D SPLASH GUARDS 2 PANELS



E TRIANGLE DECAL SHROUD PANEL



F CHAIN GUARD



**STATION
PLACEMENT
SIZES**

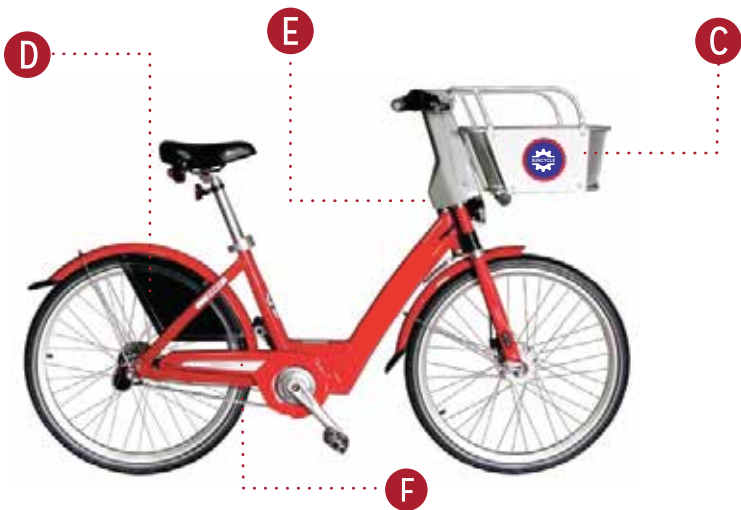
KIOSK PANELS

- 1 FRONT
9x12 in.
- 2 SIDES
6x12 in. each

POSTER

- 1 POSTER
25.5x28 in.

MARKET BASKET BIKE



MESSENGER BIKE





TITLE SPONSORSHIP

ASSET GROUP	ITEM	DESCRIPTION				
BIKE	Title Sponsor Branding on Total Fleet	Splash guards, chain guard, triangle decal				
STATION	Title Sponsor Branding on all Stations	Kiosk tower red label masts, map display co-branding				
DIGITAL	Title Sponsor Digital Promotions	Mobile app displays, website displays, kiosk screen, social media promotion				
COMM	Annual Memberships and Promo Codes	10 annual memberships, 100 promo day codes, bike share staffing at 2 special events				
		<table><tr><th>COST/YEAR</th><th>TERM</th></tr><tr><td>\$75,000</td><td>3 - 5 years</td></tr></table>	COST/YEAR	TERM	\$75,000	3 - 5 years
COST/YEAR	TERM					
\$75,000	3 - 5 years					

STATION SPONSORSHIP

ASSET GROUP	ITEM	DESCRIPTION						
BIKE	Station Sponsor Branding on 10 Bikes per station	2-market bike basket panels, or 4 messenger bike basket panels						
STATION	Station Sponsor Branding on Kiosk Tower	1 front 12 x 9 and 2 side 6x12 panel decals per kiosk, poster display						
DIGITAL	Station Sponsor Digital Promotions	Website display, social media promotion						
COMM	Annual Memberships and Promo Codes	5 annual memberships, 50 promo day codes						
		<table> <tr> <th>COST/YEAR</th><th>QUANTITY</th><th>TERM</th></tr> <tr> <td>\$12,500</td><td>1 - 16 max.</td><td>3 - 5 years</td></tr> </table>	COST/YEAR	QUANTITY	TERM	\$12,500	1 - 16 max.	3 - 5 years
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\$12,500	1 - 16 max.	3 - 5 years						

CUSTOMIZED SPONSORSHIP

ASSET GROUP	ITEM	DESCRIPTION	COST	QTY		TERM		PRICE
				MIN	MAX	MIN	MAX	
BIKE & STATION	Station Advertising Panels	Poster, map insert, 12 x 9 panels	\$750/MO	1	16	3 MO	1 YR	\$750.00
	Bike Basket Advertising	Advertising on bike baskets	\$125/MO	10	160	3 MO	1 YR	\$125.00
	Handlebar Decal Sponsorship	Allow individual user to print name on handlebar	\$100/YR	1	160	1 YR	5 YR	\$100.00
DIGITAL	Kiosk Screen Home Page	Content message on station display home screen	\$250/MO	1	16	3 MO	1 YR	\$250.00
	Digital Promotions	On website and social media	\$500/MO	1	10	3 MO	1 YR	\$500.00
BIKE SHARE PASSES	Promo Code Bundle Passes	Discounted rates on day passes or user fees	\$5/ EACH	100	5000	1 MO	1 YR	\$500.00
	Business Annual Bike Passes	Discounted bulk memberships	\$60/YR	10	1000	1 YR	1 YR	\$60.00
COMMUNITY PARTNERSHIPS	Co-Marketing Programs	Cross promotions	Trade Value	N/A	-	3 MO	1 YR	
	Event Sponsorship	Bike rides and workshops	N/A	1	10	1 MO	1 YR	
	Media Partnerships	Media companies only	Trade Value	N/A	-	1 YR	5 YRS	

Questions?



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(915)-212-BIKE



@SunCycle_BikeShare



/SunCycleBikeShare



@SunCycleEP



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