

CLARKSVILLE **B** *cycle*™

SPONSORSHIP







## SPONSORSHIP OPPORTUNITIES

Clarksville BCycle is an innovative new bike-share initiative with 40+ urban bicycles available to rent at four automated kiosks. Clarksville BCycle is in alignment with and a component of other community-wide programs designed to increase options for exercise and good nutrition.

### **Key advantages of Clarksville BCycle are its environmental and social impact.**

Clarksville BCycle encourages exercise and calculates calories burned for each ride; reduces the carbon footprint by providing alternative transportation, and calculates carbon offset per trip; is convenient for non-bike owners and is easily accessible to both residents and visitors.

### **Who operates Clarksville BCycle?**

The start-up of Clarksville BCycle was made possible with funding from the CMC Community Health Foundation through a grant awarded to Clarksville Academy Challenge Based Learning students. Clarksville BCycle is managed by the City of Clarksville Parks + Recreation Department. This initiative is consistent with the Department's mission to "provide a variety of positive recreational experiences to enhance life values for individuals, families, and our diverse culture."

### **What is BCycle?**

The Wisconsin-based BCycle company develops bike-share systems for positive health and environmental changes and as another option in a community's transportation network. BCycle serves a large portion of the rapidly expanding national bike-share market, with 35 and counting BCycle systems already operational from Salt Lake City to San Antonio to Charlotte.

Contact: Michelle D. Austin  
102 Public Square, Clarksville, TN 37040  
(931) 645-7476  
[bcycle@cityofclarksville.com](mailto:bcycle@cityofclarksville.com)





# STATION SPONSORSHIP

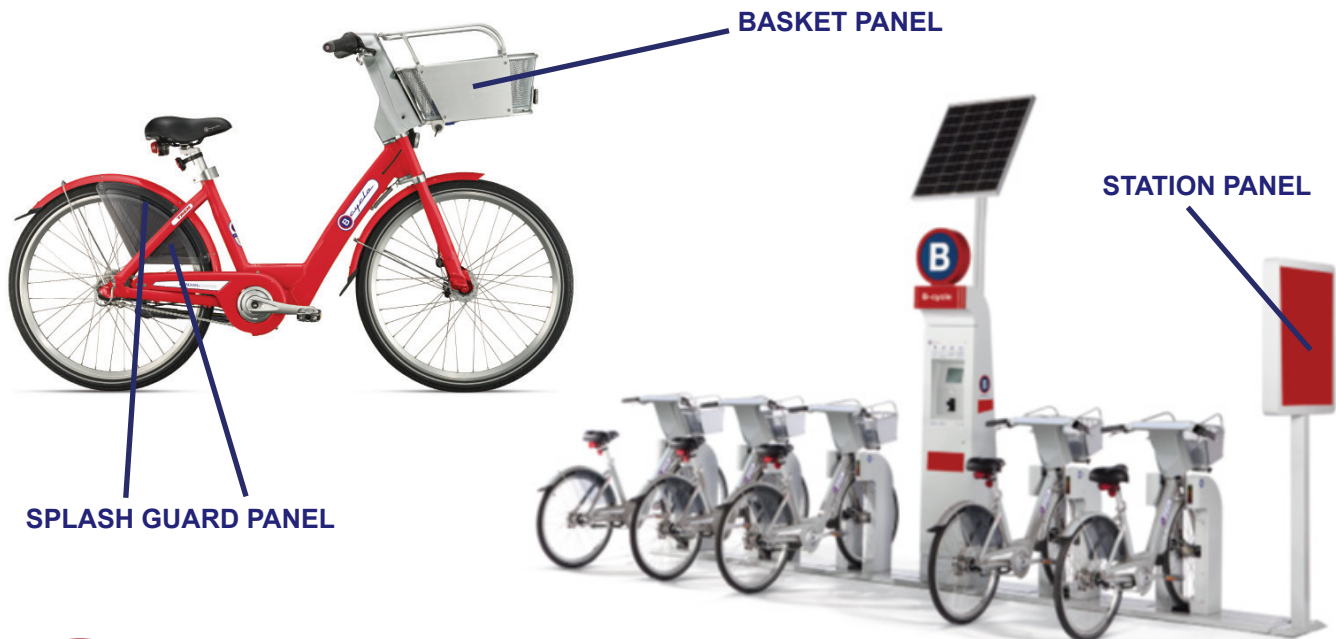
**\$1,500/year (3-Year Commitment)**

## SPONSOR ASSETS

- High visibility logo placement – logo on one station and 10 station bikes. Bike panels include: basket panel and splash guard panel.
- Sponsor recognition – logo and links on Clarksville BCycle website, BCycle app, promotional print material, and member welcome packets.
- Five (5) free annual memberships and ten free 24-hour memberships (\$280 value)

## BENEFITS / EXPAND YOUR REACH

- Exposure at Liberty Park includes guests who attend Independence Day Celebration, large walking/running events and expos, fishing events, athletic practices/games (Soccer, Rugby, Lacrosse, Football). Located directly next to the King's Run Dog Park with 300+ members.
- Exposure at the Cumberland Riverwalk at McGregor Park includes guests to Riverfest, Christmas on the Cumberland, thousands of people who stroll the Riverwalk each year and the thousands of vehicles that travel Riverside Drive each day.



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