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People - - - - - Power

CHARLESTON  
*Moves*



**Sponsorship Proposal - - - - - 2022**

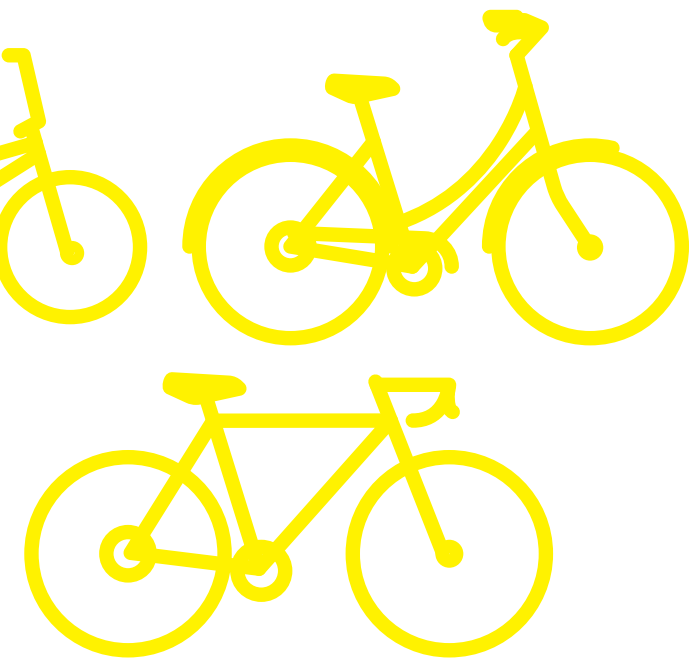
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**Charleston Moves advocates for safe, connected and equitable mobility for all.**

Each May, we host Mobility Month, a celebration of complete streets. Events are aimed at bringing the community together to elevate multi-modal accomplishments, provide updates on our priority projects, and offer calls to action, as well as volunteer opportunities, to advance our people-powered movement. Critical mass is of critical importance as we work to build widespread, diverse community support and demonstrate how safe, equitable infrastructure that works for all, benefits all.

# MOBILITY MONTH

## CHARLESTON Moves



Through sponsorship, we are able to cover costs that enable all events to be free and open to the public. Sponsor benefits include promotion via Charleston Moves' dedicated program webpage, robust email and social media campaign, as well as earned media through local news outlets. We look forward to working with you to promote and optimize your brand, and our partnership.

Sponsorship during this time also contributes to our annual Mobility Matching Campaign, doubling your contribution to our safe streets advocacy.

**We offer month-long and single-event sponsorship opportunities.**

**This year's line-up:**

1. **Good Neighbor Sunday** » Open air kickoff party to cheers complete streets over music, food and drinks.
2. **Safe Streets + Clean Creeks** » Filbin Creek cleanup in North Charleston to raise awareness about water quality and bike/ped mitigation, related to the 526 Lowcountry Corridor project.
3. **Bridge Adventure Ride** » Critical mass bike ride over the Wappoo Cut Bridge and Ashley River Bridges with police-escort highlighting bike/ped destinations and pending improvements on either side.
4. **Ride of Silence** » Critical mass memorial bike ride over the North Bridge with police-escort, in alignment with International Ride of Silence.
5. **Light Up Your Commute** » Celebration of National Bike to Work Day with a free bike light giveaway and healthy to-go food in North Charleston.

## MONTH-LONG SPONSORSHIP

**\$2,500**

**Promotion for sponsoring the full program includes:**

- Premier logo placement on Mobility Month webpage with link to company website
- Custom promotion with company statement and personal hashtag
- Integration in email and social media promotion throughout 6 weeks of program marketing
- Co-hosting on all Facebook event pages
- Opportunity to create a co-branded social media campaign with contest, special offer or activity
- Opportunity to have a physical presence at all events (i.e. table, giveaways, comments)
- Sponsor recognition at Block Party Kickoff event and in press releases
- Premier logo placement on program banner, displayed at events (must commit by April 8)
- Logo with link to company website on our Community Partners webpage
- Inclusion in our Annual Impact Report, published digitally

## SINGLE-EVENT SPONSORSHIP

**\$500**

**Promotion for sponsoring a single event includes:**

- Tiered logo placement on Mobility Month webpage with link to company website
- Integration in email and social media promotion for sponsored event
- Co-hosting on sponsored Facebook event page
- Opportunity to have a physical presence at sponsored event (i.e. table, giveaways, comments)
- Logo with link to company website on our Community Partners webpage
- Inclusion in our Annual Impact Report, published digitally



### — CHARLESTON MOVES' MARKETING REACH —

**👤 In-Person Attendees** › 700+ throughout May

**f Facebook** › 5,655+ followers

**🐦 Twitter** › 5,855+ followers

**@ Instagram (NEW)** › 440+ followers

**✉ Email** › 4,050+ subscribers

**🎤 Press** › 40+ local contacts

**🌐 Website** › April-May 2021:  
1,748 users / 2,106 sessions / 3,767 pageviews

January-December 2021:  
8,343 users / 10,959 sessions / 19,031 pageviews