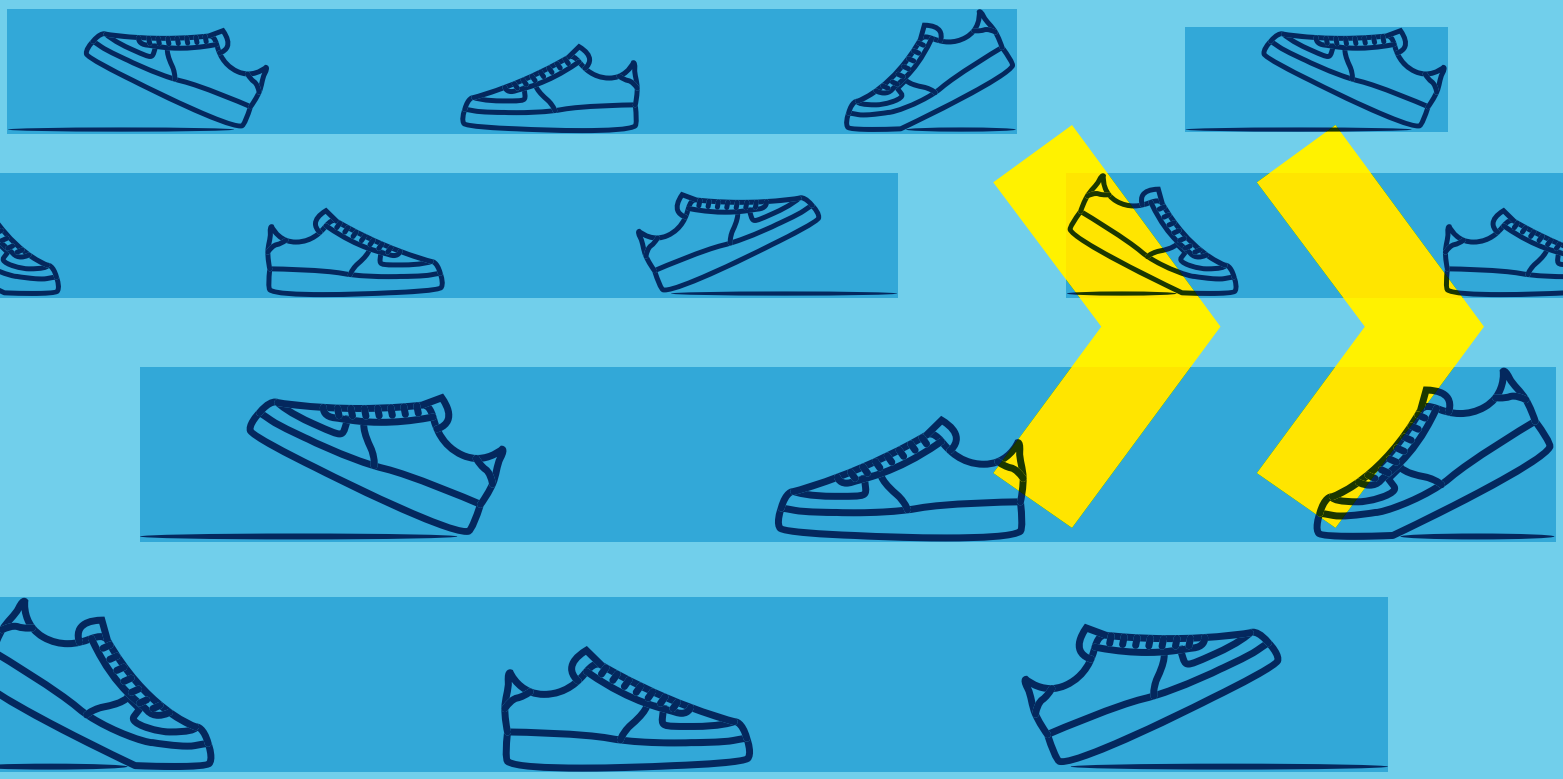
People - Power

CHARLESTON

Moves

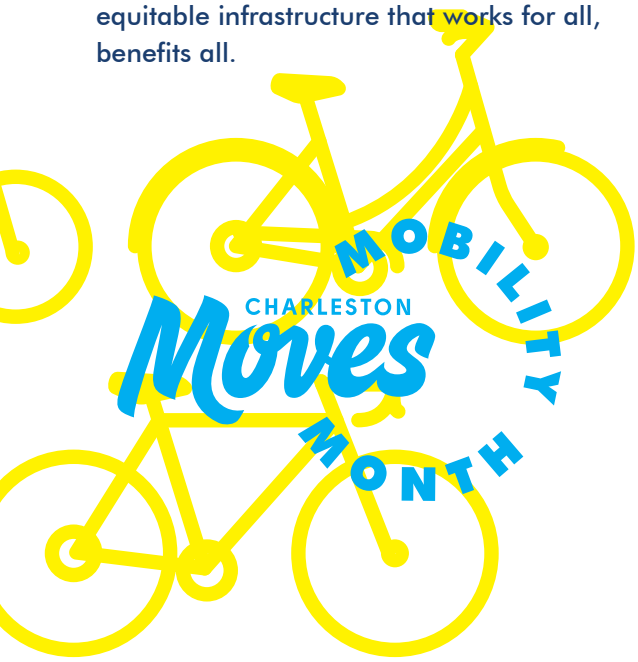
MOBILITY MONTH MOBILITY MONTH



Sponsorship Proposal - - - - - - - - - - - - 2023

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.



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 impact in support of our safe streets advocacy.

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

This year's line-up:

1. **Roll Call for an Accessible North Charleston »** Amplifying the voices of North Charleston High School students to advocate for a walkable and bikeable community, in alignment with National Bike & Roll to School Day.
2. **Island Boomerang Ride »** East of the Cooper Battery2Beach ride highlighting Mount Pleasant projects and the Isle of Palms Connector, in alignment with National Ride a Bike Day.
3. **Rethink Folly Social »** Interactive update on the Rethink Folly Road initiative and celebration of Phase I progress, including a buffet-style dinner at Martin's Bar-B-Que Joint on James Island.
4. **Ride of Silence »** Critical mass memorial bike ride through downtown Charleston with police escort, in alignment with International Ride of Silence.
5. **Light The Night »** Pop-up celebration of National Bike to Work Day with a free bike light giveaway and healthy to-go food in North Charleston.
6. **Thriving in Place »** Virtual presentation by national community revitalization strategist Majora Carter, followed by a panel discussion with local experts — moderated by Dr. Kim Butler Willis — on transportation equity and quality of life.
7. **The Get Hyped Finale Brunch »** Picnic-style afternoon rendezvous at Sightsee over fresh coffee, fresh food and fresh tunes.

Charleston Moves PO Box 30561 Charleston, SC 29417

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 marketing cycle
- 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 Island Boomerang Ride and Ride of Silence events, as well as in press releases
- Premier logo placement on program banner, displayed at events (must commit by April 16)
- Logo with link to company website on our Community Partners webpage
- Inclusion in our Annual Impact Report, published digitally

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SINGLE-EVENT SPONSORSHIP
$500

Promotion for sponsoring a single event includes:

- Logo placement alongside sponsored event 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

Facebook ›› 6,110+ followers

Twitter ›› 5,760 followers

Instagram ›› 1,075+ followers

Email ›› 4,310+ subscribers

Press ›› 50+ local contacts

Website ›› April-May 2022:
3,409 users / 4,619 sessions / 7,929 pageviews

January-December 2022:
10,329 users / 13,477 sessions / 22,436 pageviews