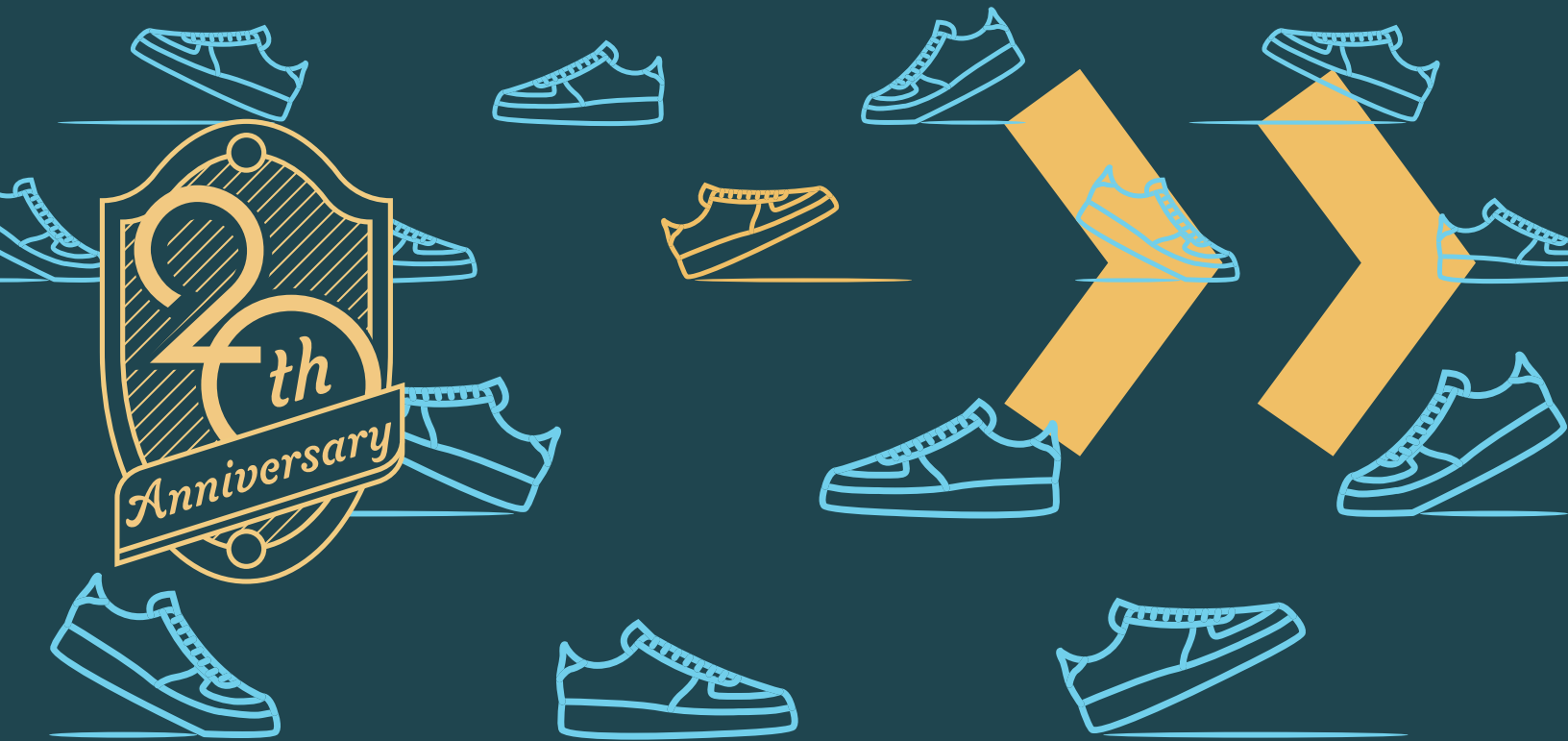


People

Power

CHARLESTON  
*Moves*



Sponsorship Proposal

2025

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

Each May we host Mobility Month, a celebration of complete streets. This year's program is particularly special, as we will commemorate Charleston Moves' 20th anniversary!

Events are aimed at bringing the community together to elevate multi-modal accomplishments, provide updates on our priority projects, and offer calls to action 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, event RSVP pages, 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.

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

» » » **This year's line-up:** « « «

- 1. 20th Anniversary Ride »** Celebratory bike ride from the Cooper River to Ashley River and back, commemorating Charleston Moves' bridge building legacy, with a post-ride happy hour
- 2. What's Under the Streets of Charleston? »** Presentation by Dr. Nic Butler of the Charleston County Public Library on the curious variety of antique layers deposited beneath Charleston's streets over the past two centuries, and strategies for facilitating movement
- 3. Bike to Work Day »** Morning coffee commute and evening happy hour gatherings to celebrate the joy of biking to work, and beyond
- 4. Ride of Silence »** Critical mass memorial bike ride on the peninsula to honor community members we've lost due to traffic violence, and shine a light on areas with both scheduled and needed safety improvements
- 5. Light The Night »** Free bike light giveaway and community fair in North Charleston, aimed at reducing barriers to safety, encouraging safe cycling trips, and connecting the community with resources

## MONTH-LONG SPONSORSHIP

**\$2,500**

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

- Premier logo placement on Mobility Month webpage with link to company website
- Premier logo placement on 4 individual event RSVP pages 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 events and in press releases
- Premier logo placement on program banner displayed at events (commit by April 17 for inclusion)
- Logo with link to company website on our Community Partners webpage for 12 months

## 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
- Logo placement on sponsored event RSVP page 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 for 12 months



### — CHARLESTON MOVES' MARKETING REACH —

**👤 In-Person Attendees** » 700 throughout May (est.)

**f Facebook** » 6,362 followers

**📷 Instagram** » 2,372 followers

**✉ Email** » 4,139 subscribers

**🎤 Press** » 54 local contacts

**🌐 Website** (March-May 2024) »  
3,798 home + program pageviews  
5,005 users | 6,738 sessions