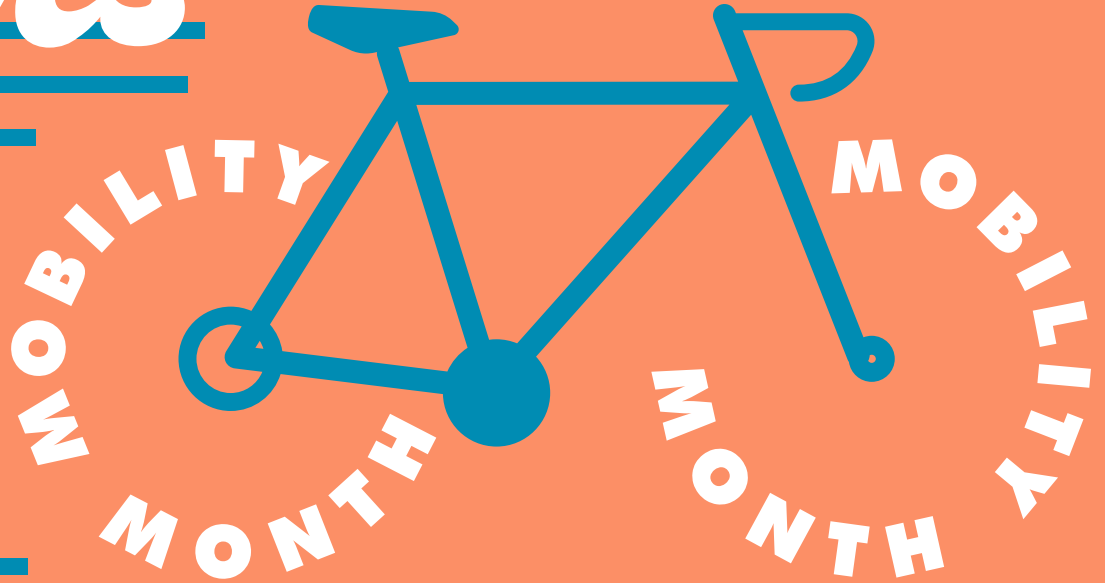


People

Power

CHARLESTON
Moves



Sponsorship Proposal

2026

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 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 your 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 your brand, elevate our shared values, and celebrate our partnership.

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

» » » This year's line-up: « « «

- 1. Mount Pleasant Fresh Paint Ride »** Celebratory ride showcasing the new bike lanes on Coleman Boulevard over Shem Creek, with a post-ride social gathering
- 2. Accabee Walking Audit »** Community assessment and data collection exercise to document needed safety improvements around North Charleston's Accabee neighborhood
- 3. Old Towne Bike/Ped Counts »** Series of bicycle and pedestrian counts along West Ashley's Old Towne Road to document use and travel patterns in areas with recent and forthcoming improvement
- 4. Bike to Work Day »** Proclamation honoring Charleston Moves' Mobility Month and City-led safe street initiatives with Mayor Cogswell and members of Charleston City Council, including a short bike ride and community gathering
- 5. 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
- 6. Huger Walking Audit »** Community assessment and data collection exercise to document needed safety improvements for Charleston's Huger Street corridor
- 7. North Charleston Fresh Path Ride »** Celebratory ride showcasing the new multi-modal Cosgrove Avenue overpass and Navy Base cycletrack, with a post-ride gathering

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 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 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 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 » 6,806 followers

@ Instagram » 3,015 followers

✉ Email » 4,240 subscribers

🎤 Press » 46 local contacts

🌐 Website (Typical) »
3,800 home + program pageviews
5,000 users | 6,740 sessions