



BIKE SHOPS FOR BETTER BIKING

Working together to build more safe spaces to ride means more people biking—to your shop.

The DC region is one of the best places to bike, and much of that is thanks to more than 60 local bike shops. Local bike shops are the first point of contact for those new to the area or to bicycling and where people of all ages, sizes, and skill levels go to build bicycling into their everyday life. Thank you for supporting them!

Despite the considerable advances we have made in city bicycling, concerns about safety persist. Riding a bicycle should not require bravery.

Join the cohort of Bike Shops for Better Biking and connect your business, employees, and customers with the fight for a connected network of protected bike lanes and trails throughout our region.

TOGETHER, WE'VE CREATED A PREMIERE BICYCLING CITY

With nearly 6,000 individual members, a reach of more than 80,000 subscribers and followers, and wins of hundreds of miles of protected and planned bike infrastructure, WABA is one of the nation's leading regional transportation advocacy organizations. And according to the 2016 US Census Bureau, we've made great strides together:

- › DC is the #2 bike commuting city in the US
- › Bike commuting in the region has increased 498% since 2000
- › 42% of DC bike commuters are women, compared to the national average of 24%

WABA'S WORK CONNECTS THE REGION

We have two central goals that align the work we do everyday to our vision:

- › Triple the number of people on bikes region wide by 2020.
- › By 2035, we'll ensure every resident lives or works within one mile of a safe place to ride a bike.

**We support
better bicycling.**



**BIKE SHOPS FOR
BETTER BIKING
MEMBER**

**JOIN US. MAKE YOUR MARK
ON LOCAL BIKE ADVOCACY.**

This is a custom offering for our local bike shops. WABA Bike Shop Members achieve their strategic marketing goals by connecting with the WABA audience and investing in real change to make bicycling safer and more popular in our region.

	Supporter	Member	Local Leader	Community Champion	Corporate Partner
	\$250	\$500	\$1,000	\$5,000	\$10,000
Individual Memberships for Employees	2	5	10	25	50
Window Cling-on + Digital WABA Member Logo	✓	✓	✓	✓	✓
Listing on Website Sidebar	✓	✓	✓	✓	✓ Corporate Partner Page
Promotion via Shop Discount Coupon in member mailings	✓	✓	✓	✓	✓
Shop Local Guide Promotion	✓	✓	+ Logo	+ Logo	+ Logo
Digital Promotion		✓ Social media or Event Hub listing	✓ + Blog post or Event Hub listing with image	✓ + Blog post and Event Hub listing with image	✓ + Email
Event Sponsorship Opportunities (additional cost)		✓ Pit stop	✓ Celebration	✓ Celebration	✓ Title
Advocacy Training for Staff or Customers			Half off (\$500 value)	Half off (\$500 value)	✓ (\$1,000 value)
“What to Do After a Crash” Training for Staff or Customers			Half off (\$500 value)	✓ (\$1,000 value)	✓ (\$1,000 value)
Employee Volunteer Opportunities				✓	✓

Have a great idea about other ways we could work together? So do we! Whether you're interested in throwing a member mixer at your shop or increasing your digital exposure to the WABA audience, we will work with you to achieve your shop's goals.

Prices range from \$500 to \$5,000 based on activity, with discounted rates available.