



# WABA BUSINESS MEMBERSHIP

*Connect with customers, employees, and the WABA audience.  
Invest in the long-term health of our region and your business.*

Businesses are celebrating the importance of bicycling in creating healthy, happy, better connected communities. Bicycling promotes physical, mental, and environmental health, supports independent businesses, reduces traffic and pollution, and provides a recreational outlet for one in three Americans.

WABA Business Members are a network of entrepreneurs, owners, and advocates who share WABA's vision of a connected DC region and are invested in creating real change.

## WABA CREATED A PREMIERE BICYCLING CITY

With hundreds of miles of protected and planned bike infrastructure, WABA is one of the nation's leading regional transportation advocacy organizations comprised of nearly 6,000 individual members and over 80,000 followers and subscribers. Our members are passionate citizens and support businesses that support better bicycling.

And according to the 2016 US Census Bureau, our region has lots to brag about:

- › 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 goals that define the work we do everyday:

- › Triple the number of people on bikes region wide by 2020.
- › Ensure every resident lives within one mile of a safe place to ride a bike by 2035.

**We support  
better bicycling.**



**BUSINESS  
MEMBER**

Beyond supporting the advocacy, education, and outreach work that makes biking safer for and more accessible to everyone in our region, WABA Business Members receive the following benefits:

	<b>Supporter</b>	<b>Member</b>	<b>Local Leader</b>	<b>Community Champion</b>	<b>Corporate Partner</b>
	<b>\$250</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$5,000</b>	<b>\$10,000</b>
<b>Individual Memberships for Employees</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>25</b>	<b>50</b>
<b>Window Cling-on + Digital WABA Member Logo</b>	✓	✓	✓	✓	✓
<b>Listing on Website Sidebar</b>	✓	✓	✓	✓	✓ Corporate Partner Page
<b>Listing on “Member Extras” Page</b>	✓	✓	✓	✓	✓
<b>Shop Local Guide Promotion</b>	✓	✓	+ Logo	+ Logo	+ Logo
<b>Digital Promotion</b>		✓ Social media or Event Hub listing	✓ + Blog post or Event Hub listing with image	✓ + Blog post and Event Hub listing with image	✓ + Email
<b>Event Sponsorship Opportunities (additional cost)</b>		✓ Pit stop	✓ Celebration	✓ Celebration	✓ Title
<b>Everyday Biking Seminar</b>			Half off one session	✓ Half off three sessions	✓ Three sessions (\$1,500 value)
<b>Lunch Ride</b>				Half off	✓
<b>Employee Volunteer Opportunities</b>				✓	✓

Have a great idea about other ways we could work together? So do we! Whether you’re interested in sponsoring a member mixer, making your office more bike friendly, or increasing your digital exposure to the WABA audience, we work with you to achieve your company’s goals.

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