



# BUILD YOUR BRAND WITH THE WABA AUDIENCE

*Connect with a community of engaged and active residents*

WABA Members are passionate residents who support businesses that support better biking. With over 5,000 members, an email list of over 55,000, and thousands more on social media, WABA can demonstrate brand alignment to a large audience and elevate your message to community members and key stakeholders.

There are many ways to connect with our community, some of which are listed here. For more details, email us at [business@waba.org](mailto:business@waba.org).

## OPPORTUNITIES TO CONNECT:

### PROMOTED EVENTS

*(Discounts available to WABA Business Members)*

Tell the WABA community about your event on [waba.org/fun](http://waba.org/fun) and our monthly email to 55,000+ members and supporters.

### SOCIAL MEDIA

*(Exclusive to WABA Business Members)*

Promote your activities or initiatives on WABA social media channels.

- ▶ **12.4K** Twitter Followers
- ▶ **14K** Facebook Followers
- ▶ **2.4K** Instagram Followers



### MEMBER EXTRAS

*(Exclusive to WABA Business Members)*

Offer a discount to WABA members at [waba.org/extras](http://waba.org/extras) to build your name recognition with members and incentivize them to use your service again and again.

### DEDICATED EMAIL

*(Exclusive to WABA Corporate Partners)*

Share your exclusive content with 55,000+ WABA members and supporters. WABA emails have an average open rate of **22.1%** (industry benchmark: 15%)

# Event Sponsorship

*Exclusive to WABA Business Members*

## FEBRUARY

**The Bicyclists' Choice Awards:** The BCAs gives us the opportunity to recognize and thank some of the most important bicycle-friendly elected officials, businesses, and places. We bring together 200 passionate bicyclists, advocates, supporters, and elected officials to reflect on a year of work and celebrate the members of our community who are making bicycling better.

## MARCH

**The Vision Zero Summit:** Key stakeholders including elected officials, policymakers, and private sector leaders come together to discuss traffic safety issues in the Washington Region. The Summit has earned media coverage in the [Washington Post](#), [WAMU](#), and other media outlets.

## APRIL

**The Sprouts Ride:** WABA's most family friendly and inclusive ride, the Sprouts Ride is a celebration of the simple joy of springtime biking in the city. The post ride-ride celebration featuring treats and entertainment, is the perfect opportunity to connect with bicycling families from all over the region.

## JUNE

**The Sweet Ride & Shindig:** More than just a ride, the Sweet Ride and Shindig is a fun, laid back event with picnic-themed pit stops, and open-to-the-public post-ride celebration. The Shindig is the perfect venue to meet neighbors, engage with local businesses, and try local treats and drinks.

## SEPTEMBER

**The 50 States Ride:** This bucket-list ride sells out every year. WABA's most infamous event, the 50 States Ride is an urban adventure by bike, and a crowning achievement of many area bicyclist.

## OCTOBER

**WABA in the Wild:** Through a four month experience that culminates in a three-day fully supported tour of the C&O Canal Towpath, WABA



in the Wild connects our most dedicated members with our work, the outdoors, and a cohort of dedicated supporters. While in-person participation is limited to 25 riders, there is ample opportunity for digital promotion and content creation throughout the ride.

## NOVEMBER

**The Trails Symposium:** This one-day Symposium is a platform for key stakeholders to engage with local decision makers, implementing agency staff, and trail users to collaborate on the future of trails in the region.

**The Cider Ride:** This beloved event attracts WABA supporters who love getting outdoors with family and friends, using trails to explore the region, and celebrating fall. You'll have the opportunity to let riders know how they can reach your business by bike and demonstrate your commitment to their values.

## YOUR CHOICE

**Mixers:** As the sole sponsor of a WABA Member Mixer, you will have the opportunity to make the event your own connecting your brand with WABA's work to make the region healthier and more live-able. Invite your staff and customers and bring our communities together for an evening of celebration and networking.