



WASHINGTON AREA BICYCLIST ASSOCIATION

2599 Ontario Rd. NW  
Washington, DC 20009  
P: 202.518.0524 x202 F: 202.518.0936

WWW.WABA.ORG

## 2012 Event Partnership Program

Thank you for supporting the Washington Area Bicyclist Association and your interest in the 2012 Events Partnership Program.

Your partnership helps the Washington Area Bicyclist Association create better bicycling and encourage more people to go by bicycle in the Washington Metropolitan Area. This helps to foster greater numbers of cyclists in the Washington area and increases the number of cyclists likely to participate in cycling events like yours. We help to foster and promote events that range from small social rides to nationally renowned rides and extended tours. Your partnership with WABA helps ensure the success of your event by reaching out to tens of thousands of local cyclists through web, print, and email promotions presented by WABA.

### Partnership Costs

Donate \$1 per participant at a minimum of \$500 total.

### Partnership Benefits\*

- Event listing in Event Hub email blasts (sent to over 25,000+ WABA supporters) leading up to event for two months in advance (Event Hubs sent out every 2 weeks)
- Event listing on WABA website main Events Page (5 times more web traffic than our "Other Events" Page) including logo and link and recognition as "WABA supported event" on our website
- 1/6 pg ad in *Ride On!*, WABA's quarterly newsletter sent to all WABA members (over 4,000 current members) and local bike shops\*\*
- Opportunity to include a volunteer call in WABA's Volunteer Hub email blasts leading up to the event

**\*Please note:** In order to take full advantage of this partnership we encourage you to fill out and return this form at least 6 weeks prior to your event.

**\*\*As this is a quarterly publication and runs once per season (February, April, August and November), we must receive your ad artwork at least 6 weeks prior to the date distribution date.**

**EVENT PARTNERSHIP SIGN UP FORM**

Thank you for your support of bicycling in the Washington Area and for becoming a 2012 Washington Area Bicyclist Association Event Partner.

Please provide the following information so that we may promote your event accurately.

**After completing and signing, please return this form to the Washington Area Bicyclist Association:**

**By Fax:** 202.518.0936 (fax)

**By Mail:** Washington Area Bicyclist Association  
2599 Ontario Rd. NW  
Washington, DC 20009

**By Email** (in pdf form): [nelle@waba.org](mailto:nelle@waba.org)

If you have questions, please contact Nelle Pierson at 202.518.0524 ext 202. or at [nelle@waba.org](mailto:nelle@waba.org).  
Invoice payment is net due within 30 days of event's conclusion.

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**Event Information**

Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Organization (if applicable): \_\_\_\_\_

Web Site: \_\_\_\_\_

**Registration Contact**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Administrative Contact**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Volunteer Contact** (if applicable)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Event Listing**

Please provide a copy from which we can draft your event listing on our web site, eNews article, and *RideOn* newsletter. Electronic submissions may be sent on disk or emailed to [nelle@waba.org](mailto:nelle@waba.org).

- Submit copy electronically
- Submit event logo electronically
- See copy provided below

**Event Hub Online Article Preference**

As an event partner, WABA will publish an article in our bi-weekly electronic newsletter, Event Hub, sent to more than 25,000 Washington Area cyclists. Please indicate the months you prefer to have your article published.

My preferred months for eNews are \_\_\_\_\_ and \_\_\_\_\_.

**Volunteer Hub Online Article Preference**

As an event partner, WABA can include your volunteer call in our electronic volunteer newsletter, Volunteer Hub. Please indicate the months you prefer to have your volunteer call sent in an email blast and provide a copy from which we can draft your volunteer call to be included in the email.

My preferred months for eNews are \_\_\_\_\_ and \_\_\_\_\_.

**Pledge**

I pledge this event’s donation to the Washington Area Bicyclist Association at the indicated level (min. \$500). Payment shall be made within 30 days after the event date listed above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_