

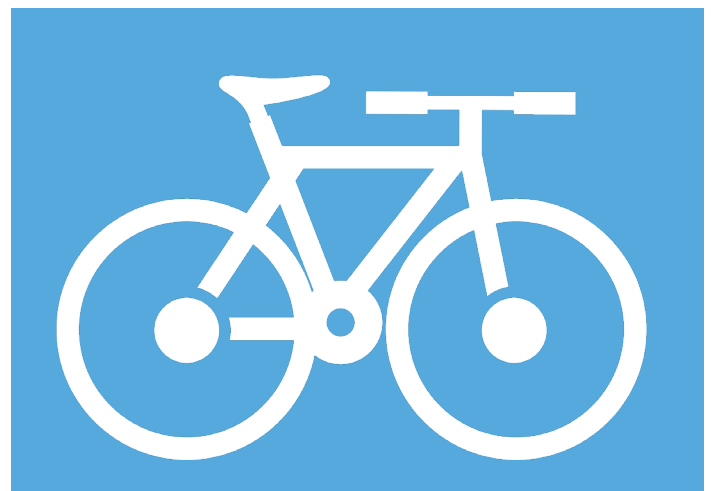
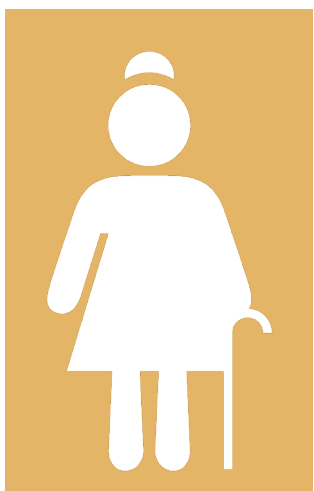
CicloVía

PENSACOLA

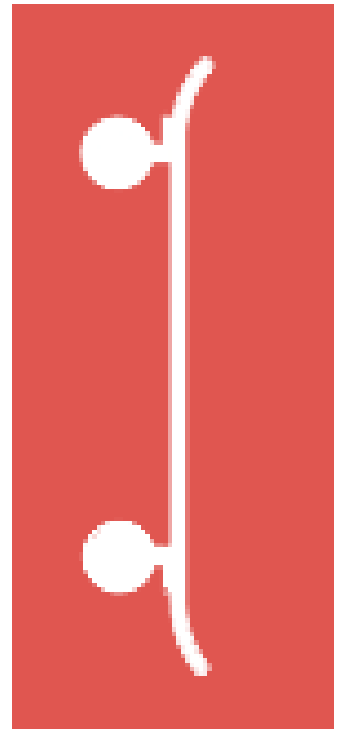


2022 Partnership Opportunities

Downtown
Pensacola
March 26, 2022



CICLOVÍA IS FUN!



- **Ciclovía Pensacola** is a unique event that invites the entire community to gather and engage in physical activity in a safe environment. This event encourages and promotes **safe physical activity while interacting with others and exploring Downtown Pensacola.**
- Your support **boosts our local economy, lowers pollution, and promotes public health, active transportation, and community connection.**
- **NEXT EVENT: Saturday, March 26, 2022**



CICLOVÍA MEANS BUSINESS

It's nice to be able to see businesses that we don't really get to see when driving by in a car.

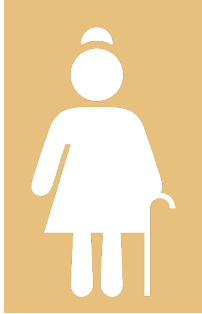
*-Kathleen,
Ciclovía Participant*

I think we should do this more often, because we have not had this much business in a very long time!

*- Katie,
Bubba's Sweet Spot,
Chocolatier*

We've done great business and it's job security for the employees that work downtown.

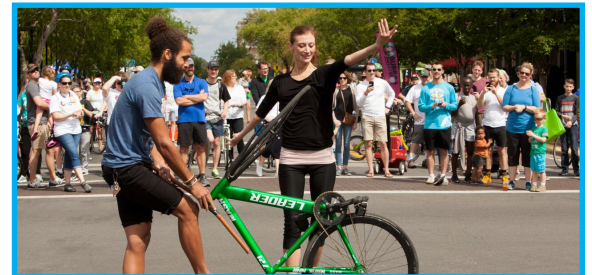
-Savannah, Bodacious Olive, Sales Clerk



- Approximately **15,000** 2018 attendees
- **57%** of 2018 survey respondents discovered a new store or restaurant
- 2018 Participants contributed **\$1,234,486** in spending*, **nearly half of that aided by the event**
- Residents spent an average of **\$50.27** while at the 2018 event

Sources: Majority Opinion Research; University of West Florida, Evaluation Report; Visit Pensacola, Event & Festival Survey: Ciclovía

*Within Escambia County



2022 Partnership Opportunities

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
	\$10,000	\$5,000+	\$2,400	\$1,000	\$500	\$100+
Exclusive industry partner						
Mention in all press releases and featured articles	First Mention					
Displayed banner (provided by sponsor)	Up to 4, first choice of location	Up to 2	1			
Placement of logo on event map	Prominent	Large	Medium	Small		
Link on Ciclovía Pensacola Website	Prominent logo, top of page	Extra large logo	Large logo	Medium Logo	Small logo	Name only
Post, with link, on event Facebook page	8 posts	5 posts	3 posts	2 posts	1 post	1 post
Prime space at event (see sponsorship form for details)	2 booths, first choice of location	1	1	1	1	1

Contact Rand Hicks at 850-293-1859 or email CiclovíaPensacola@gmail.com for more information or to inquire about additional partnership, volunteer, and in-kind support opportunities.

*All donations received by Pensacola Community Action Network.
Please visit www.PensacolaCAN.org.*