



Events: Get Involved



WHO WE ARE

HUB Cycling is a charitable not-for-profit that has been working to make biking better across Metro Vancouver for over 20 years. More people biking means happier, healthier, and more connected communities. Through our events programme, we've engaged with over 80,000+ community members to achieve this goal.

To achieve our goals, we rely on the generous contributions of Sponsors providing financial contribution and Supporters donating gift in kind. Our events are a great opportunity to engage with active and health conscious individuals, bike commuters, and the general public.

In 2019 we were lucky to have the sponsorship and support from over 150 organizations. This year, we'd love to partner with you.



45,000+
direct contacts



16,000
friends and
followers



80,000+
annual program
participants

OUR EVENTS

We have 5 major events that occur over the year. Each has unique demographics and different opportunities to engage with the community:

- [Bike to Work Week \(Spring\)](#)
- [Bike to School Week](#)
- [Bike to Shop Days](#)
- [Bike the Night](#)
- [Bike to Work Week \(Fall\)](#)

PROMOTIONAL OPPORTUNITIES

We have a variety of marketing and activation opportunities for you to engage with event participants. We'd like to work together to find what fits best with your organization's goals.

- Your logo on printed and digital advertising
- Logo on HUB Cycling website
- Prize distribution to bike commuters at a HUB Celebration Station
- Name on our Bike to Work Week Celebration Station map
- Inclusion in e-newsletters
- Social Media mentions
- Branded activations at events
- Media mentions

The following sections outline each event and the ways that your organization can be involved. For more information, please contact Madeleine at Madeleine.Service@bikehub.ca

BIKE TO WORK WEEKS (SPRING AND FALL)



WHAT: Bike to Work Week celebrates people on bikes who already cycle to work, and encourages new cycle commuters to try it out for the first time. In 2019, 3,500 people tried cycling to work for the first time (an increase of 63% on 2018!)

HOW: Cyclists stop at 130+ Celebration Stations for free coffee, snacks, prize draws, bike maintenance, cycling information and great conversations about cycling in their area. Organizations set up teams and some host their own Community Celebration Station. We also host supporting events such as a Rush Hour Challenge Media Event and a Wrap-Up BBQ.

WHEN: Spring: May 25 to 29, 2020 | Fall: October 19 to 23, 2020

WHERE: Metro Vancouver - along bike routes, in workplaces, and online

WHO: Over 18,000 registered adults, 2,500 teams, and over 46,000 riders counted at stations



 **130**
celebration stations

 **2,600**
workplaces

 **18,000**
participants

 **47,000**
riders counted
at stations

BIKE THE NIGHT



WHAT: Vancouver's most iconic roads are opened exclusively for an after-hours bike ride. A fully sanctioned, family-friendly evening ride along a 10 km long, car-free course through the city. The evening kicks off with a 2-hour festival featuring live music, games, bike repairs, food trucks, giveaways and the opportunity to learn from our community partners.

WHEN: September 2020

WHERE: Downtown Vancouver

WHO: Between 5,000-10,000 participants



53%
women &
non-binary



66%
people from
Vancouver



45 local
businesses
promoted
*70% increase
from 2018*



740
children
12 and under



BIKE TO SCHOOL WEEK

WHAT: Bike to School Week is a free, fun, week-long celebration for students of all ages and abilities. School participation in Bike to School Week enhances sustainability curriculum, builds community, and highlights the benefits of active transportation - like less congestion and healthy, energized students.

HOW: Each Spring, parents, teachers, and administrators can register their elementary or middle school located in Metro Vancouver with HUB Cycling.

WHEN: May 25 to 29, 2020

WHERE: Metro Vancouver

WHO: Over 120 schools across Metro Vancouver & 11,000 students.



BIKE TO SHOP DAYS

WHAT: Bike to Shop Days demonstrates how fun, affordable and convenient it is to go to shops, cafes, or restaurants by bike.

HOW: Through celebration stations, guided rides, and promotion of bike friendly businesses.

WHEN: Bike to Shop Days will activate at celebration stations and host guided rides to existing events put on by our community partners throughout the year.

WHERE: Metro Vancouver - in shops, cafés, restaurants, and along bike routes

WHO: 2,400 participants across Metro Vancouver visit stations and join guided rides



HOW YOUR ORGANIZATION CAN GET INVOLVED

	Sponsorship Opportunities (\$)				Supporter Opportunities (Gift in-kind / donating product and time)				
	Event Sponsor	Celebration Station Sponsor	Guided Rides Sponsor	Activations	Prizes	Snacks	Coffee & Drinks	Bike Mechanics	Community Stations
Bike to Work Week <i>May 25-29</i>	✓	✓		✓	✓	✓	✓	✓	✓
Bike to School Week <i>May 25-29</i>	✓				✓	✓			
Bike to Shop Days <i>Through 2020</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bike the Night <i>Sept. 2020</i>	✓			✓	✓	✓	✓	✓	
Bike to Work Week <i>Oct. 19-23</i>	✓	✓		✓	✓	✓	✓	✓	✓

Sponsor Opportunities

Event Sponsor: Sponsor our event e.g. Bike to Work Week presenting sponsor, Bike the Night stage sponsor

Celebration Station Sponsor: HUB will host a pop-up Celebration Station at your initiative and promote cycling to your area or event on our channels. We organize all permits, food, drink, prizes, and volunteers for your station.

Guided Rides: HUB Cycling will organize a guided ride to your celebration station or community.

Activations: Have your product, staff, and branded materials at our event.

Supporter Opportunities

Prizes: Donate your product for a prize at our event

Snacks: Donate large amounts of your packaged food for our participants

Coffee & Drinks: Donate drinks for our participants

Bike Mechanics: Provide bike mechanic services for our participants

Community Stations: You can host a pop-up Celebration Station at your event/initiative and promote cycling to your area/event on our channels. You will organize all permits, food, drink, prizes, and volunteers for your station. See our Community Station guidelines for more information.

For more information about these opportunities and to discuss other ways that we could help you achieve your marketing goals, please contact Madeleine at Madeleine.Service@bikehub.ca.