#STLWBS April 6th, 2019

http://www.stlwomensbikesummit.org/



"Building each other up one pedal stroke at a time"

### 2019 St. Louis Women's Bike Summit Who We Are

### Mission

 To produce an annual one-day event to share experiences and knowledge through lectures, hands-on presentations, panel discussions, and interactions with each other and our cycling community partners.

#### **Target Community**

• Women who are interested in casual, commuting, and endurance riding. We want to unite women of St. Louis who share a desire to make cycling an activity they can pursue for the rest of their lives and share on various types of cycling.

### 2019 St. Louis Women's Bike Summit What We Do

## Commitment

 To provide a forum that will unite women who share an interest, though diverse, in all things cycling. We aim to empower and propel the women of the Greater Metro St. Louis area.

# Cycling Network

• To seed, germinate, grow and withstand all conditions for the St. Louis women's cycling scene, requires a strong network of women to encourage and train more women of all ages, races and cultures.

## 2019 St. Louis Women's Bike Summit Why Partner With Us?

Engagement	<ul> <li>Diversified reach across age groups 20-60+</li> <li>Build brand awareness and social networks</li> <li>Drive success and independence within cycling community</li> </ul>
Opportunity	<ul> <li>Independence in bike maintenance</li> <li>Clinics to cross promote and build</li> <li>Build store and brand loyalty</li> </ul>
Community	<ul> <li>Women support women</li> <li>Proliferation of the sport of road cycling</li> <li>Adoption of gravel, cyclocross and mountain bike riding</li> </ul>

## 2019 St. Louis Women's Bike Summit What's in it for you?

# **Pre-Event**

- Print Marketing
  - $\circ$  Flyers
- Digital Marketing
  - Email Blast
  - $\circ$  Social Media

# At Event

- Bike Demos
- Branded
  - merchandise
- Promotions

#### **Post Event**

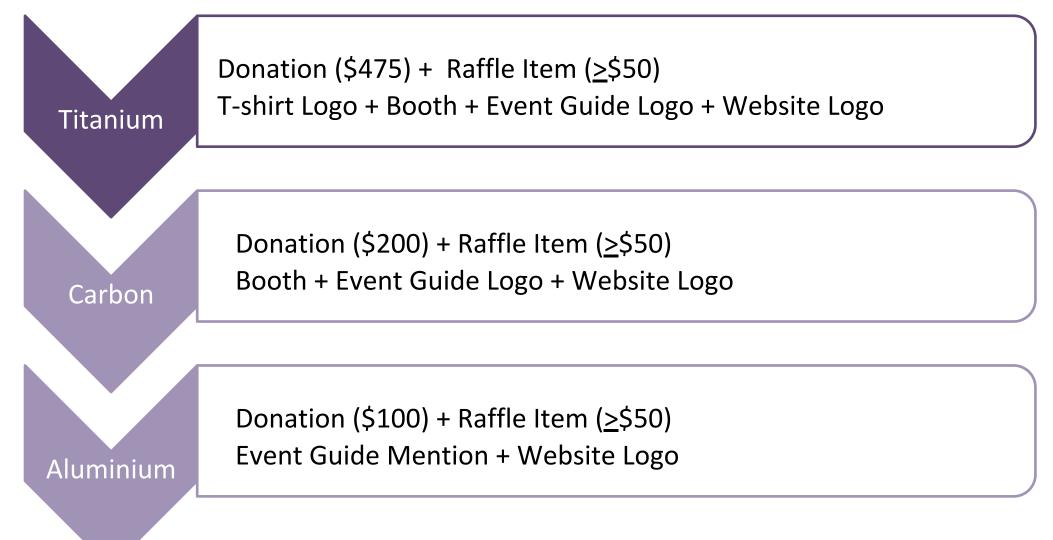
- Participant email
  - Engagement

survey

Networking

Clinics

## 2019 St. Louis Women's Bike Summit Sponsorship Levels



## 2019 St. Louis Women's Bike Summit Our Participants Say It Best

- It was very well organized, Way to go!
- It was amazing to see so many women out for 1 event
- Summoning such lovely weather was quite a remarkable feat! Joking aside, all elements of planning and execution seemed great from our perspective

## 2019 St. Louis Women's Bike Summit How To Follow Up:

Contact us at <u>sponcommstl@gmail.com</u> Fill sponsorship survey <u>here</u>.

Donating ONLY a Raffle/SWAG bag item, fill survey <u>here</u>.

Sponsorship Team Members:

- Diane Butrus, Chair
- Graziella Amarasinghe, Co-Chair
- Renay Merrit Jones
- Linda Chatham

## 2019 St. Louis Women's Bike Summit Previous Event Highlights:



Watch the video: <u>https://video214.com/play/v3eri1UcGoGgFbrlufpJzQ/s/dark</u>

"The energy is infectious & the possibilities are endless"