

SPONSORSHIP LEVELS: BICYCLE FRIENDLY BUSINESS MAP



The Bike Friendly Business Program (BFB) was created by the Hidalgo County Metropolitan Planning Organization (HCMPO) as a way to recognize businesses making efforts to accommodate the growing population of cyclists in the Hidalgo County area.

As a way to promote BFBs and cycling, the HCMPO has created a free Bicycle Friendly Business Map for this growing demographic. The map serves as a way for cyclists to plan their designated routes based off our database of bicycle facilities, as well as other areas of interest. These include all recognized Bicycle Friendly Businesses, transit stops, hospitals and clinics, etc.

To make this map a reality, we are offering sponsorship opportunities to defray from the cost of printing. This opportunity is great for promoting your business or organization even if you do not qualify as a BFB!

Bicycle Friendly Map:

- Map Size: 21 x 31 inches
- Water Resistant Matte Finish
- Full color
- Double-Sided
- Estimated Cost of Production for 1 Map \$4

Platinum Sponsorship:

- Donation between \$1001 and above.
- Medium Ad Space w/ Logo included on BFB Map
- Business/Organization Location placed on BFB Map
- Promotion on our social media
- *Waive BFB Application Fee if applying*

Gold Sponsorship:

- Donation between \$501-1000
- Small Ad space w/ Logo included on BFB Map
- *Waive BFB Application Fee if applying*
- Business/Organization Location placed on BFB Map

Silver Sponsorship:

- Donation between \$250-500
- Logo included on BFB Map
- *Waive BFB Application Fee if applying*
- Business/Organization Location placed on BFB Map

Bronze Sponsorship:

- Donation between \$50-249
- *Waive BFB Application fee if applying*
- Business/Organization Location placed on BFB Map

*For more information, please contact **Lillian Champion** via email lchampion@hcmppo.org or by phone to 956-969-5778 Ext.317.*