

BEARINGS BIKE WORKS

2024 CORPORATE PARTNERSHIP OPPORTUNITIES



BEARINGSBIKEWORKS.ORG

ABOUT US

Bearings Bike Works is on a mission to put the right tools in the hands of youth, enabling them to advance their skills to build productive lives.

We celebrate all things bikes, encouraging kids to get out and ride and giving them a place to keep their bikes in working order while developing mechanical skills that can propel them into future careers.



OUR IMPACT

2023



**300+
PROGRAM
PARTICIPANTS**



**4,500 HOURS
LOGGED LEARNING &
BUILDING SKILLS**



**OVER 125
"LEVEL UPS"
DEMONSTRATING
SKILL MASTERY**



**OVER 50 YOUTH
MOUNTAIN BIKING
PARTICIPANTS**

PARTNER WITH US

We're so grateful for the small businesses, corporations, civic groups and churches that actively partner with us to make skills development happen every day. Together, we can help prepare young people for the workforce in fun, engaging, hands-on ways.

Our sponsors have opportunities to reach Bearings' loyal following of supporters and donors through social media, newsletters, and other Bearings events.

Our digital audience includes:

- 7,500+ accounts engaged monthly on Instagram
- 5,000+ subscribers to our mailing list
- 2,700+ followers on Facebook

As a valuable member of the Bearings Community we would like to invite you to partner with us in this important work. Would you consider becoming a Bearings sponsor? Please review the enclosed information about the sponsorship opportunities and let us know if you have any questions!

2024

SPONSORSHIP OPPORTUNITIES

BEARINGS SPEED WEEK CYCLE & SUPPER

May 2, 2024

Spring is prime criterium race season in the southeast. Bearings leverages this exciting time of year to develop new friendships with fans and donors and bring attention to our youth cycling programs. In 2024, Bearings is again partnering with local race team The Paceline Project to raise critical funds for Bearings programming during the Speed Week cycling event. We will host a social ride on the BeltLine followed by a family-style dinner at Bearings' campus. All proceeds help provide access to Bearings' top-notch cycling programs for youth in Atlanta.

BEARINGS BBQ & BREW

September 26, 2024

Every fall, Bearings hosts our signature event, Bearings BBQ & Brew, to raise critical funds for our programming and operations and update our supporters about the impact Bearings is having in the lives of youth. This casual party features great BBQ, localcraft beer, live music, inspiring stories, and a chance to support Bearings' work through silent and live auction items, raffles, games, and more.

BEARINGS YOUTH MOUNTAIN BIKING PROGRAM

Summer & Fall 2024

As a sponsor of Bearings' youth mountain biking program, you'll have the opportunity to support our 2024 camp, clinic and race season. Bearings works to provide bikes, gear, ongoing bicycle maintenance, food and transportation to allow students from our community the opportunity to ride and race competitively.

ANNUAL SPONSORSHIP

As an annual sponsor, you'll have the opportunity to support Bearings' exciting events and programs throughout 2024. Your generosity will support our well-known and loved fall fundraiser, Bearings BBQ & Brew, our fun new event, Bearings Speed Week Cycle & Supper, in the spring of 2024, and our 2024 youth mountain biking program.

PRESENTING

- 20 BBQ & Brew patron tickets
- 25 Cycle & Supper tickets
- Presenting-level sponsor wall recognition
- Corporate engagement day for 25
- Presenting-level logo on MTB Team T-shirt
- Up to 5 Bearings MTB Team T-shirts
- Shared storytelling piece

\$25,000

PLATINUM

- 15 BBQ & Brew patron tickets
- 20 Cycle & Supper tickets
- Platinum-level sponsor wall recognition
- Corporate engagement day for 20
- Platinum-level logo on MTB Team T-shirt
- Up to 4 Bearings MTB Team T-shirts

\$20,000

GOLD

- 10 BBQ & Brew patron tickets
- 15 Cycle & Supper tickets
- Gold-level Sponsor wall recognition
- Corporate engagement day for 15
- Gold-level logo on MTB Team T-shirt
- Up to 3 Bearings MTB Team T-shirts

\$15,000

SILVER

- 10 BBQ & Brew patron tickets
- 10 Cycle & Supper tickets
- Silver-level sponsor wall recognition
- Corporate engagement day for 10
- Silver-level logo on MTB Team T-shirt
- Up to 2 Bearings MTB Team T-shirt

\$10,000

BRONZE

- 6 BBQ & Brew patron tickets
- 10 Cycle & Supper tickets
- Bronze-level sponsor wall recognition
- Bronze-level logo on MTB Team T-shirt
- 1 MTB Team T-shirt

\$5,000

CYCLE & SUPPER

As a Cycle & Supper sponsor, you'll have the opportunity to support Bearings' newest event in 2024. This lively and casual spring fundraiser will feature social rides on the BeltLine, food, beer & wine, and raffles at Bearings' southwest Atlanta campus. Cycle & Supper will take place during the south's premier criterium racing event, Speed Week, and will be presented in partnership with The Paceline Project Race Team.

PRESENTING

- 25 Cycle & Supper tickets
- Presenting-level recognition in promo materials
- Logo-link to company website on Bearings' website
- Social media publicity
- Usage rights for Bearings' logo in pre-approved promotions
- Event gift for all guests
- Use of Bearings' conference room for up to 12

\$7,500

PLATINUM

- 20 Cycle & Supper tickets
- Platinum-level recognition in promo materials
- Logo-link to company website on Bearings' website
- Social media publicity
- Usage rights for Bearings' logo in pre-approved promotions
- Event gift for all guests
- Use of Bearings' conference room for up to 12

\$6,000

GOLD

- 15 Cycle & Supper tickets
- Gold-level recognition in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings' logo in pre-approved promotions
- Event gift for all guests

\$4,500

SILVER

- 10 Cycle & Supper tickets
- Silver-level recognition in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings' logo in pre-approved promotions
- Event gift for all guests

\$3,000

BRONZE

- 10 Cycle & Supper tickets
- Bronze-level recognition in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings' logo in pre-approved promotions
- Event gift for all guests

\$1,500

BBQ & BREW

As a BBQ & Brew sponsor, you'll have the opportunity to support Bearings' well-known and loved signature fall fundraiser. Bearings BBQ & Brew raises critical funds for our programming and operations and update our supporters about the impact Bearings is having in the lives of youth. This casual party features great BBQ, local craft beer, live music, inspiring stories, and a chance to support Bearings' work through silent and live auction items, raffles, games, and more.

PRESENTING

- 20 BBQ & Brew patron tickets
- Presenting-level logo in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Use of Bearings' conference room for up to 12
- Usage rights for Bearings logo in pre-approved promotions

\$12,500

PLATINUM

- 15 BBQ & Brew patron tickets
- Platinum-level logo in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Use of Bearings' conference room for up to 12
- Usage rights for Bearings logo in pre-approved promotions

\$10,000

GOLD

- 10 BBQ & Brew patron tickets
- Gold-level logo in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings logo in pre-approved promotions

\$7,500

SILVER

- 10 BBQ & Brew patron tickets
- Silver-level logo in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings logo in pre-approved promotions

\$5,000

BRONZE

- 6 BBQ & Brew patron tickets
- Bronze-level logo in promo materials
- Logo-link to company website on Bearings website
- Social media publicity
- Usage rights for Bearings logo in pre-approved promotions

\$2,500

YOUTH MTB PROGRAM

As a sponsor of Bearings' youth mountain biking program, you'll have the opportunity to support our 2024 camp, clinic and race season. This program will engage 100+ students in 2024 through introductory camps, clinics, and the opportunity to race in the fall Georgia Cycling Association competitive season.

PRESENTING

Presenting-level logo on MTB Team T-shirt

Presenting-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 5 Bearings MTB Team T-shirts

\$7,500

PLATINUM

Platinum-level logo on MTB Team T-shirt

Platinum-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 4 Bearings MTB Team T-shirts

\$5,000

GOLD

Gold-level logo on MTB Team T-shirt

Gold-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 3 Bearings MTB Team T-shirts

\$2,500

SILVER

Silver-level logo on MTB Team T-shirt

Silver-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 2 Bearings MTB Team T-shirts

\$1,500

BRONZE

Bronze-level logo on MTB Team T-shirt

Bronze-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

1 Bearings MTB Team T-shirt

\$750

PARTNERSHIP OPPORTUNITIES

Some businesses choose to support Bearings in other ways, and we'd love to discuss how we can partner with you!

Auction Support

Corporate sponsors can support Bearings' events throughout the year by creating unique, high-end packages that help make our live and silent auctions a success. In the past, partners have donated items like Yeti coolers, Sonos speakers, vacation stays, and more!

Host a Bike Drive

We wouldn't be where we are today without the constant support of community members donating their old bikes so that we can give them a new life. All bikes that are earned by students are donated from people across the metro Atlanta region. Hosting a bike drive at your business is a great way to engage your team in learning about Bearings' work in the community (not to mention clean out their garage).

Host a Bike Build Experience

Bearings can partner with you to craft a team-building experience that provides that activity: assembling bicycles! Your team will work together to build new bicycles that our program participants can then earn. They'll also have the opportunity to learn about Bearings' work in the Atlanta community and know that their efforts will go towards providing kids the opportunity to have a bike of their own.

Lend Your Skills

If you have an interest in helping better prepare students for the workforce, Frameworks is the place for you. Every summer, community members connect with our teen interns by hosting workplace visits, participating in job training workshops, assisting with resume development and conducting mock interviews for our students.

Contact jessi@bearingsbikeworks.org to discuss getting involved!

CONTACT US

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