



BIKE NEW YORK

**“RIDING BICYCLES WILL NOT ONLY
BENEFIT THE INDIVIDUAL DOING IT,
BUT THE WORLD AT LARGE.”**

- UDO E. SIMONIS

Emeritus Professor of Environmental Policy at the Science Centre, Berlin

BIKING IN NEW YORK A 120-YEAR HISTORY

1896

BIKING SETS DOWN ROOTS IN NEW YORK
FIRST NY BIKE PATH

1896-1961

NYC IS CENTER OF COMPETITIVE CYCLING
ANNUAL BIKE RACE HELD AT MSG - (SIX DAYS OF NY)

1970s

BIKING GAINS MOMENTUM
FIRST FIVE BORO TOUR - 1977

1980s

BIKING INTEREST SOARS
SUBWAY STRIKE - 1980
FIRST ON-STREET PROTECTED BIKE PATH IN NYC - 1981

1990s

BIKING LEADERSHIP TAKES SHAPE
BIKE NEW YORK IS ESTABLISHED AND TAKES
OWNERSHIP OF FIVE BORO BIKE TOUR - 1999

2000s

BIKING ENJOYS STEADY GROWTH
HUNDREDS OF MILES OF BIKE LANES ADDED
BIKE NEW YORK EDUCATION PROGRAMS LAUNCH - 2005
BIKE EXPO NEW YORK LAUNCHED - 2012

A group of cyclists riding on a city street with brick buildings in the background. The image is darkened to serve as a background for the text.

PRESENT

**TODAY, BIKING IS AN INTEGRAL PART OF
NEW YORK'S CULTURE AND WAY OF LIFE**

BIKE NEW YORK CONTINUES TO LEAD THE WAY AND MAKE THIS POSSIBLE

45OK
DAILY BIKE TRIPS
IN NYC

1K
BIKE LANES
IN NYC

32K
ANNUAL RIDERS
OF TD FIVE BORO
TOUR

125K
STUDENTS DIRECTLY
IMPACTED OVER 12
YEARS BY EDUCATION
PROGRAMS

WE EMPOWER NEW YORKERS TO TRANSFORM THEIR LIVES AND THEIR COMMUNITIES THROUGH BICYCLING.



Bike New York is a proud 501(c)(3) nonprofit dedicated to increasing bicycle ridership, removing barriers to cycling, and empowering people to lead healthy, productive lives.



**WE STRIVE TO HAVE A POSITIVE
IMPACT ON SOCIETY**

EMPOWERMENT

We empower people to take charge of their transportation, their health and carbon footprint. We give them the tools to ride safely and confidently on the streets of New York.



RECREATION

Biking is more than a mode of transportation; it is fun. It is freedom on two wheels and we want everyone to take full advantage. We encourage people to get on their bikes to explore New York and its surrounding areas. We want them to enjoy the unique perspective that only a bike can offer.

HEALTH/WELLNESS

We are committed to promoting health/wellness as an integral part of everyday life. Not only is biking a zero-emissions form of transportation, but it also helps people stay active and fit.



URBAN MOBILITY

As New York's population grows and the streets get more congested, we strongly believe that biking needs to play a bigger role in urban mobility solutions.



SUSTAINABILITY

We strive to ensure that our events and programs are as sustainable as possible. The 2014 TD Five Boro Bike Tour became one of the first events in NYC to be awarded sustainability certification from the Council for Responsible Sport. The Tour is now a gold-level certified event.

COMMUNITY

Bike New York is a community-first company. All proceeds from our events help fund our education programs. We bring people together and provide them with the tools necessary to get behind the handlebars.



OUR COMMUNITY EVENTS

ALLOW US TO DRIVE INTEREST, PARTICIPATION AND ENGAGEMENT WITH CORPORATE PARTNERS

TD
FIVEBORO
BIKETOUR

BIKE NEW
EXPO YORK

BIKE NEW YORK
LOCAL RIDES

DISCOVER HUDSON VALLEY RIDE

TWIN LIGHTS RIDE

OUR ANNUAL TD FIVE BORO BIKE TOUR REMAINS A NEW YORK CITY STAPLE



**FIVEBORO
BIKETOUR**
NEW YORK / MAY 5, 2019

Largest charitable single-ride event in the country.

32,000 Riders

40 Miles

5 Boroughs

0 Cars



SIGNAGE



ACTIVATION



SPECIAL EVENTS



CONTENT



ENTRIES/
HOSPITALITY/
EMPLOYEE INITIATIVES



SUSTAINABILITY
INITIATIVES

WHICH KICKS OFF WITH BIKE EXPO NEW YORK

BIKE **NEW** **EXPO** **YORK**

**Most attended two-day
consumer bike expo in the
United States.**

Free & open to the public

60,000 Attendees

120 Exhibitors

2019 Venue TBD



SIGNAGE



**ACTIVATION/
PRODUCT DEMOS**



**SPEAKERS/
EXPERT PANELS**



**EDUCATION
CLASSES**



**FASHION SHOW/
CONTESTS**



CONTENT

OUR LOCAL RIDES PROVIDE ACCESS FOR CYCLISTS OF ALL LEVELS

BIKE NEW YORK LOCAL RIDES

Small community rides in and around NYC showcasing our favorite routes and destinations.

15-20 Rides in 2019

Customized Journeys



GREENWAYS & GREENMARKETS



BIKE TO THE BEACH



A PICNIC IN THE PARK



HOLIDAY LIGHTS & SIGHTS

WE HAVE EXPANDED BEYOND THE FIVE BOROUGHS

BIKE NEW YORK REGIONAL RIDES



2,900+ RIDERS

3,400+ RIDERS

5 ROUTES

5 ROUTES

15-100 MILES

15-100 MILES

**Discover Hudson Valley Ride
June 30, 2019**

**Twin Lights Ride
September 29, 2019**

Centered around the world's longest footbridge, this ride is all about discovering New York State's beautiful Ulster, Dutchess, and Columbia counties.

Named after the famed Navesink Twin Lights in New Jersey, this ride showcases the best of the Garden State and is the largest cycling event in the state of NJ.



OUR EDUCATION INITIATIVES

ALLOW US TO INFORM, EMPOWER AND GIVE BACK TO NEW YORK CITY

BIKE NEW YORK

CLASSES ⚙ PROGRAMS ⚙ CENTERS

**WE INSPIRE AND EMPOWER RIDERS OF ALL LEVELS ACROSS
THE FIVE BOROUGHS**

BIKE NEW YORK EDUCATION INITIATIVES

**We help people find ways to
incorporate bicycling into their
daily lives.**

125,000+
People Helped Since 2005



CLASSES

- Learn to Ride
- Street Skills
- Winter Riding
- Bike Commuting
- Bike Maintenance
- How To Buy A Bike



PROGRAMS

- After School Programs
- Bike Safety Assembly
- Youth and Adult Camps
- Gear Femmes



CENTERS

- 12 Education Centers Across New York's Five Boroughs

WE HAVE A PLATFORM TO EMPOWER NYC'S YOUTH

RECYCLE -A- BICYCLE

Community-based bike shop that has been serving NYC for 20 years. All proceeds directly support BNY's education programs.

1,000+
Youth Participants

1,800+
Collected Bikes Per Year

55,385
Pounds of Waste Diverted from Landfills



EARN-A-BIKE



**GREEN JOBS
TRAINING**



**2019 YOUTH
BIKE SUMMIT**



**RECYCLED ARTS
WORKSHOPS**



**SUMMER YOUTH
EMPLOYMENT**



KIDS RIDE CLUBS

A photograph of three cyclists smiling for a photo at an outdoor event. The cyclist on the left is a man with a mustache wearing a blue and white jersey with 'PROSPECT' and a star logo. The cyclist in the middle is a woman wearing a green jersey with 'FIVE BORO bike TOUR' and a race bib number 1352. The cyclist on the right is a man wearing a yellow jersey with 'Cyclery' and a race bib number 1351. They are all wearing helmets and sunglasses. The background shows other cyclists and a wooden structure.

OUR COMMUNITIES SUPPORT OUR CAUSE

**AND ARE
ENGAGED IN
OUR YEAR-
ROUND
PLATFORMS**

DIGITAL + SOCIAL

Go-to resources for bikers – both beginners and seasoned riders



Bike New York Website

1.6M Annual Pageviews



223K+
Email Database



45K+
Followers



15K+
Followers



13K+
Followers

MEMBERSHIP PROGRAM

Cyclists of all stripes are welcome in the Bike New York Membership Program

3,800+
Members

63% Male
37% Female

PERKS

- Early Registration to events
- Member-only events
- Discounts & Merchandise
- Welcome Kit

A photograph of a cyclist crossing a finish line banner for the TD Five Borough Bike Tour. The banner is green and white, featuring logos for REI Co-op, TD Bank, and Bike New York. The cyclist is wearing a light blue jacket and a helmet. Other cyclists are visible in the background.

OUR PARTNERS SHARE OUR VISION

**AND ARE
INVESTED IN
THE JOURNEY**





HOW TO GET INVOLVED

PARTNERSHIP OPTIONS

**EVERY BIKE NEW YORK PARTNERSHIP IS
CUSTOMIZED TO MEET BRAND OBJECTIVES**



YEAR-ROUND BIKE NEW YORK PARTNER



EVENTS PARTNER

**TD
FIVEBORO
BIKE TOUR**

**BIKE NEW
EXPO YORK**

**BIKE NEW YORK
LOCAL RIDES**

DISCOVER HUDSON VALLEY RIDE

TWIN LIGHTS RIDE



EDUCATION PARTNER

BIKE NEW YORK

CLASSES • PROGRAMS • CENTERS

SNAPSHOT: TD FIVE BORO BIKE TOUR AND EXPO PARTNERSHIP



IP/MARKETING



SIGNAGE/ACTIVATION



EXPERIENTIAL/EVENTS



CUSTOM CONTENT



HOSPITALITY/EMPLOYEE PERKS



COMMUNITY INITIATIVES



BIKE NEW YORK

**JOIN US IN DELIVERING A VIBRANT,
HEALTHY, GREEN WORLD WITH
MORE PEOPLE RIDING BICYCLES.**