



Your Cycling Connection

Join HUB Cycling

Foster a cycling culture in your workplace and reach a growing community of bike commuters (and diverse consumers). We invite you to become a HUB Organization Member. As a membership based charity, the more members we have, the stronger our voice when advocating for safer and better conditions for people who bike.

If you employ or market to people who use bike friendly products or services, a HUB organization membership is a great way to show your support for cycling, promote your business, and share your organization's story. By joining HUB, your company will benefit from exposure to 50,000+ bike friendly supporters by way of our monthly Bicycle Bulletin newsletter and social media channels, along with other great promotional benefits.

For more information about membership or partnership opportunities, call 604-558-2002 or email events@bikehub.ca or visit us online at www.bikehub.ca/orgmember.

Your HUB Membership Will Support

- Helping us #UnGapTheMap: Defining priorities for an All-Ages and Abilities (AAA) regional cycling network and connecting all Metro Vancouver communities.
- Supporting the TransLink Mayor's Council 10 Year Vision for new transportation & funding recommendations on vital improvements to Metro Vancouver's transit, biking and walking systems.
- Commitment to safety improvements on key connections and waterways.
- Ensuring accessibility of all major bridges for bicycles and pedestrians in Metro Vancouver.
- Recommending cycling-related changes to the motor Vehicle Act of BC to improve the safety of people on bicycles.
- Bike education standardization & accessibility improvements across the province.
- Engaging with provincial health authorities to obtain support for Bike to Health promotion across Metro Vancouver.
- Supporting the integration of cycling and related improvements to commercial streets and business districts across Metro Vancouver.
- Working with key stakeholders to promote bike theft awareness and prevention.
- Delivering bike education in schools across Metro Vancouver.
- Organize fun and educational events like Bike to Work and School Weeks, Bike the Night, and Bike Shorts to help get more people on bikes.



Organization Member Benefits

| | Basic \$300 <small>(Non-profits/Bike Shops: \$100)</small> | Gold \$1,000 | Platinum \$2,500 |
|---|--|----------------------------------|------------------------------------|
| Recognition on HUB website | Name | Logo & Link | Large logo & link |
| Recognition in HUB e-newsletter (40,000+ direct contacts) | One profile with link & content | Two profiles with link & content | Three profiles with link & content |
| Recognition on HUB Social Media (over 15,500+ followers and growing fast) | One promotional post | Two promotional post | Three promotional post |
| Verbal recognition & speaking opportunities at HUB business, member & action events | | | ✓ |
| Media & PR opportunities with HUB on local cycling & bike friendly business coverage | | | ✓ |
| Opportunities for additional recognition on HUB website & monthly bulletins | | | ✓ |
| Logo recognition in HUB monthly bulletins (40,000+ contacts) | | 6 Bulletins | 12 Bulletins |
| Logo recognition at HUB business, member and action events | | ✓ | ✓ |
| Discounts at 30+ Metro Vancouver bike shops, as well as exclusive benefits on car sharing, bike racks & advertising | ✓ | ✓ | ✓ |
| Invitations to HUB Cycling networking events like Bike Awards and BTWW parties | ✓ | ✓ | ✓ |
| Free tickets to Bike the Night and Bike Shorts | ✓ | ✓ | ✓ |
| Support of region-wide cycling improvements to routes, access, comfort, awareness, education & confidence | ✓ | ✓ | ✓ |

HUB is a charitable non-profit that has spent the last **20 years removing barriers to cycling in Metro Vancouver**, while cultivating the environmental, health and economic benefits that active transportation can bring. HUB has educated thousands of people, motivated thousands more, and championed improvements that benefit current and future bike riders.

We work with local and regional governments, community groups and businesses on projects related to cycling policies and infrastructure, bike education, and awareness. These projects help build healthier, happier more connected communities. **Visit bikehub.ca for more information.**

