

May 7, 2015

Dear City Council Members:

We are working hard to finalize sponsorships so that our bike share program can soon be launched. The attached provides an explanation of the sponsorship opportunity for Hoboken businesses. Please feel free to forward this information to any business that you think might be interested in this opportunity to become a Founding Sponsor for bike share. However, please be advised that we are limiting this sponsorship opportunity to one sponsorship for each industry sector and will be providing it on a first-come, first-served basis. If businesses are interested they should email Juan Melli at jmelli@hobokennj.gov. In addition to providing our community with bike share, the founding sponsors will provide 100 free memberships to Housing Authority residents and discounted rates thereafter (We will work to expand free memberships based on interest and sponsorship opportunities).

Our plan has evolved to start the bike share program in Hoboken with 27 locations and 225 bikes. Once the system is established in Hoboken we will assist with expanding the program into Weehawken.

Please feel free to call me if you have any questions.

Best regards,

Dawn Zimmer



May 7, 2015

Dear Hoboken Business:

I am writing to offer your business an opportunity to be one of our founding sponsors for Hoboken's next-generation bike share system, which will provide a unique and cost-effective way to reach both Hoboken residents and the many thousands of visitors to our City. In addition to providing another convenient way to get around Hoboken, your sponsorship will help to provide free memberships to our low-income residents and provide jobs for our qualified homeless residents through a partnership with Jacklyn Cherubini and the Hoboken Shelter.

The program will begin with 225 bikes in Hoboken, which we expect will quickly expand to more bikes, with stations located throughout every part of the city and within a 3 minute walk of nearly every resident.

The founding sponsorship opportunity includes the following:

- Your company's logo on 50 bikes. The attached shows a graphic of the marketing panel on each bike.
- Your company's logo listed as a sponsor at the PATH and 14th Street ferry bike share stations, providing the opportunity to reach thousands of commuters every day.
- Participation in our launch press event, launch ride event, and outreach events throughout the year.
- Involvement in our Founding Sponsors bike share tables throughout the summer and fall cultural events, which includes very popular city events like Movies Under the Stars.
- Sponsors will be included in the extensive communications both for the launch and the ongoing story of bike share participants throughout the year. Hoboken has the largest social media following of any municipality in the State (20K+ followers on Twitter and 26K+ followers on Facebook), so this is another great way to reach Hoboken residents. In addition, the City plans two city-wide newsletters focused on bike share and transportation.
- Discounts on 100 bike share memberships that you can offer to your employees or customers.

When compared to other local advertising alternatives, such as newspaper ads, Internet ads, etc. there really is no comparison. This opportunity provides by far the most visibility and best positive community messaging for an extremely reasonable cost. Each bicycle will be a permanent, visible

OFFICE OF THE MAYOR

advertisement for your company seen by thousands of people every day for about the cost of one 1/2 page local newspaper advertisement. But this opportunity is not limited to your name on bicycles. As you can see, founding sponsorship provides an extensive list of additional extremely valuable benefits.

We are quickly finalizing our founding sponsors, and sponsorship opportunities will be limited to one per industry sector on a first-come, first-served basis, so if you are interested please let us know by emailing Juan Melli at jmelli@hobokennj.gov as soon as possible.

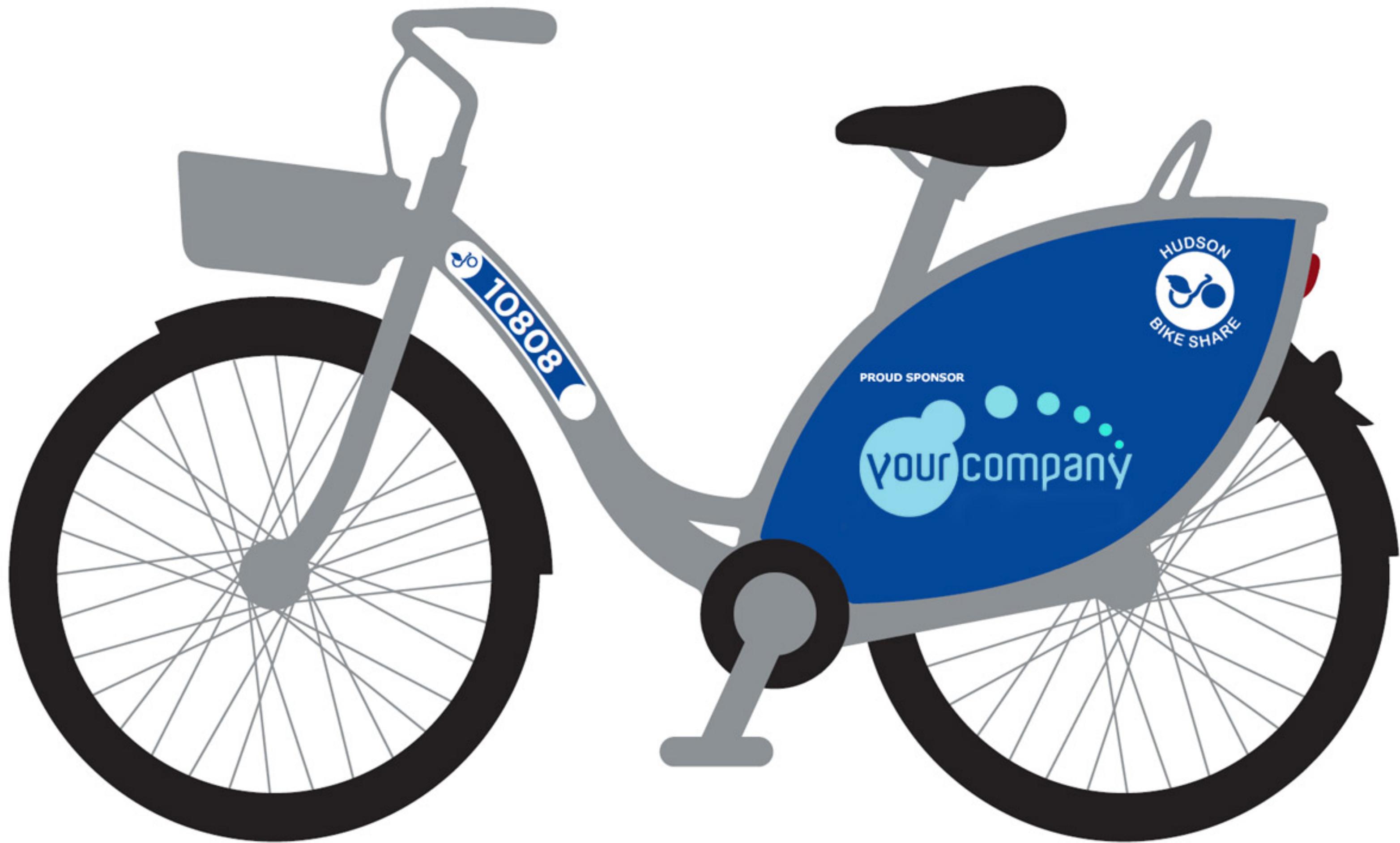
Founding sponsorship includes a minimum two-year commitment of \$50,000 per year (or more with additional bikes) with the opportunity to extend for three more years at the same rate.

Please feel free to share this with any other business you think may be interested in the opportunity.

Best,



Dawn Zimmer



10808

HUDSON
BIKE SHARE

PROUD SPONSOR

your company

