

## **GEARs Business Membership Program**

GEARs is a non-profit organization with the mission to promote and encourage safely riding bicycles for transportation and recreation. The Business Membership Program is a key funding mechanism for the many community activities undertaken by GEARs. GEARs Business Members get preferred access to GEARs riding membership, which is comprised of hundreds of people with an athletic mindset. Business Members are encouraged to offer discounts to GEARs members as an inducement to utilize their services.

### **Benefits to Business Members**

Business Members are able to promote their products and services to GEARs membership in a variety of ways:

1. Affiliation with GEARs
2. Opportunity to participate in GEARs Rewards Program
3. Hyperlinked icons on GEARs web site
4. Free Blackberry bRamble tickets for use by employees or customers
5. Social Networking “ads”
6. Ads in GEARs newsletters
7. Named ride
8. Logo placement on GEARs next t-shirt
9. Story about business in newsletter
10. Expanded connection i.e. co-advertising (e.g. GEARs riders eating at xyz pizza place)
11. Recognition at GEARs programs and events
12. Right of first refusal to Blackberry bRamble sponsorships

### **Levels of Business Membership**

Business Membership is offered in three different levels: Bronze, Silver, and Gold. The Bronze level provides basic exposure to GEARs membership. Silver and Gold levels offer successively greater exposure. The following table summarizes the GEARs Business Membership offering.

	Gold	Silver	Bronze
Affiliation with GEARs	x	x	x
GEARS Rewards	x	x	x
Hyperlinks	x	x	x
bRamble entries	5	3	1
Facebook “ads”	x	x	
Ads in newsletters	x	x	
Named Ride	x	x	
Newsletter story	x		
Special events	x		
Opportunity to present their business during GEARs programs and events	x		
Right of first refusal to Blackberry bRamble sponsorships	x		

Access to mailing list	x		
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## Business Member Dues

Business Members are responsible for dues payable annually as their renewal date occurs. The amount of annual dues obligation is as follows:

Level	Annual Dues
Bronze	\$125
Silver	\$250
Gold	\$500

## Business Member Benefits Explained

Affiliation with GEARS Greater Eugene Area Riders, GEARS, is a non-profit organization supported by members, volunteers and the community to promote safe bicycling for transportation and recreation. Through advocacy, education and leadership, GEARS works to develop physical infrastructure and provide accessibility to cycling for all ages and abilities. We offer more than 20 rides a month, frequent informative programs, newsletters, and online outreach to our current and prospective members. We financially and physically assist Safe Routes to School and Alliance for Walking and Biking. The City of Eugene values GEARS as a partner to enhance bicycle facilities.

Eugene has a “bicycle friendly” reputation and it is in fact recognized by the League of American Bicyclists as a Gold level Bicycle Friendly Community and GEARS played an integral role in that designation.

Opportunity to participate in GEARS Rewards Program. GEARS Rewards offers discounts to products and services to GEARS member. By participating in GEARS Rewards businesses will increase draw members through their doors who are prequalified for their products and services. GEARS is comprised of hundreds of people living in and around Eugene, connected through their love of cycling. Cyclists are active people, oriented to exercise and other outdoor activities, who use bikes for transportation, fun, health, and competition.

Hyperlinked icons on GEARS web site. Visitors to the GEARS web site will see the logo or other artwork identifying a Business Member, set up to link to the Business Members web page. Gears members visit the GEARS web page frequently in order to see the current ride calendar and read the newsletter. In addition GEARS has an extensive repository of cycling routes used by members and non-members.

Free Blackberry bRamble tickets for use by employees or customers. The Blackberry bRamble is an annual charity event organized by GEARS. This is a popular event drawing hundreds of riders from around Oregon. Entry is valued at \$40 for each rider. Business Members can use their entries to improve employee satisfaction or customer loyalty.

Social networking “ads” (mentions on GEARs Facebook page). GEARs maintains an active presence on Facebook. Qualifying Business Members will be mentioned monthly on the GEARs page. Twitter may be added as a resource.

Ads in GEARs newsletters. The monthly GEARs newsletter reaches XXXhundred people. Qualifying Business Members will have the opportunity to place an advertisement.

Story about business in newsletter. Qualifying business members can have an article in the GEARs newsletter highlighting the products, services, and staff at the business.

Special Events. GEARs will cooperate with business in the creation of a promotion featuring both the business and GEARs.

Opportunity to present their business during GEARs programs and events. GEARs has periodic meetings to present information of special interest to cyclists and an annual meeting to conduct GEARs business. Qualifying Business Members can place a table or advertisement at these meetings to showcase their offering.

Right of first refusal to Blackberry bRamble named sponsorship. The Blackberry bRamble provides a unique opportunity to reach hundreds of cyclists and their family members. There will be a single sponsor for the bRamble which will have top placement on banners and promotional literature, using such language as “Blackberry bRamble presented by XYZ”. Qualifying Business Members will have right of first refusal to become a Named Sponsor.

Access to GEARs mailing list. Qualifying Business Members will have access to the GEARs mailing list to use in their own promotional activities.

## **Business Membership Program Management**

The Business Membership Manager is responsible for the coordination of activities related to the program. The Manager is assigned by the GEARs Board, and is a member of both the Board and the Revenue and Rewards Committee. Manager responsibilities are:

- Coordinate outreach activities among R&R committee members, Board members, and others as may be assigned by the board.
- Provide status updates to list of current Business Members. List to be controlled by Treasurer.
- Maintain a list of Business Member prospects.
- Work with outreach designees to assign responsibility for each active and prospective Business Member.
- Coordinate with the Treasurer outreach designees to identify incoming Business Membership dues.
- Coordinate with the Treasurer and outreach designees as Business Members approach expiration.
- Coordinate with the GEARs Web Master to assure Business Member information is placed appropriately.

- Coordinate with GEARs Newsletter Editor to assure articles and advertisements are placed appropriately.
- Coordinate with GEARs Facebook page administrator to assure Business Members are being mentioned as agreed.
- Coordinate with GEARs board to assure appropriate access is provided to Business Members at GEARs events and meetings.
- Coordinate with bRamble planners regarding named sponsorship opportunities