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Inspired by ciclovía, the original, weekly street closure event in Bogotá, Colombia, CicLAvia is a recurring free program that features interconnected routes throughout the Southern California region. CicLAvia creates a web of temporary public space where Angelenos are encouraged to make active use of their streets, without the fear of car traffic.

On 10/10/10, CicLAvia took place for the first time in Los Angeles and was enjoyed by an astounding number of participants: an estimated 100,000. From 10am to 3pm, 7.5 miles of roadways were temporarily closed to car traffic and open for recreational purposes. From Boyle Heights to Downtown, MacArthur Park to East Hollywood, families, pedestrians, cyclists, joggers, skateboarders, and rollerbladers rediscovered the roadways and neighborhoods that too often go unnoticed in a car.
CicLAvia and LA

CicLAvia offered Angelenos a glimpse into the future of their city—an understanding of what life could be like without the constant traffic that plagues LA. Those who took part were able to see their own city in a new and previously unimagined way. The Los Angeles Times reported the following day that “People… talked with a sense of surprise that the city felt smaller and more manageable [during CicLAvia]… they had expected the journey from East Hollywood to Boyle Heights would take far longer and be far more arduous than it was.”

CicLAvia has helped to ignite a much-needed sea change in Los Angeles. Beyond the many participants that had the unique opportunity to take part in the pilot event, millions became aware of the program’s importance through the impressive social and traditional media coverage and word of mouth the event garnered. Overnight, CicLAvia established a reputable brand that now lives in the zeitgeist of the second largest city in the country—no small feat, but something almost every brand strives to achieve.

To quote the Los Angeles Times Thanksgiving Day editorial, “More, please.”

CicLAvia Audience

On 10/10/10, CicLAvia drew 100,000 participants from a diverse cross-section of Los Angeles. Participants included those from the immediate neighborhoods, as well as westsiders, bike enthusiasts, suburbanites, and others compelled to experience their city in a new and exciting way.

In 2011, CicLAvia will draw an even larger audience to its three events in April, July and October – we anticipate 500,000 participants during this year alone. Work is already underway to expand the route south to USC, Exposition Park and South LA, as well as north into Chinatown and to the Los Angeles State Historic Park to accommodate the larger crowds and expanding popularity of the program.
The CicLAvia Route

CicLAvia opens miles of Los Angeles’ streets to area residents, encouraging them to bike, walk, jog, and exercise in an exciting new public space. Rest stops along the route offer sponsor opportunities, hydration stations, bike repair, first aid care, CicLAvia merchandise sales, and the chance for unexpected entertainment.

The pilot route (10/10/10 and 4/10/11) stretches from Hollenbeck Park in Boyle Heights, through Little Tokyo, Downtown, Westlake and MacArthur Park, Koreatown, and into East Hollywood at the Bicycle District. There is no beginning or ending point of the route; participants enter at any point along the 7.5 miles. From 10am to 3pm, Angelenos enjoy the open streets, free of car traffic.

In 2011, CicLAvia will expand the pilot route to South LA (USC, Exposition Park and adjacent neighborhoods) and north to Chinatown and the Los Angeles River (providing access to the San Fernando Valley).
CicLAvia Goals

In 2011, the CicLAvia organization will present three CicLAvias: the second Sunday of April, July and October. The Board of Director’s vision for the expansion of CicLAvia goes beyond organizing a handful of events and entails creating a sustainable program fully integrated into the complex city bureaucracy and interwoven monthly into the fabric of the city itself.

LONG-TERM GOALS:

In the long-term, our goal is to ensure CicLAvia as a recurring City program that will also expand beyond the city borders throughout the entire Los Angeles region. As this web of temporary public space grows, it will connect more communities and attract more residents, expanding recreational opportunities to an even larger population. While the current route is a mere 7.5 miles through the City of Los Angeles, CicLAvia will eventually spread and interconnect the region, from Long Beach to the San Fernando Valley, from Santa Monica via Culver City to East LA (see Future Route Map).

As the success of the pilot CicLAvia has spread throughout the Southland, other Los Angeles neighborhoods and adjacent cities have rallied for their own CicLAvia program. Discussions have already begun in earnest with Culver City, Santa Monica, Long Beach, West Hollywood, Glendale, Burbank, and Pasadena as to how we can soon grow the CicLAvia brand into these jurisdictions. Within the city, we envision CicLAvia reaching West Los Angeles, the San Fernando Valley, and Hollywood.

Ultimately, CicLAvia will become a regional event that capitalizes off the County’s existing bicycle infrastructure to inter-connect a region of ten million inhabitants. Bike paths, such as the Los Angeles River Trail, South Bay Route, and the Ballona Creek Bikeway will be used as feeder routes in tandem with Metro’s train lines to connect diverse parts of the County to the CicLAvia route.
CONCEPTUAL VISION FOR CICLAVIA EXPANSION

SAN FERNANDO VALLEY

West LA

Santa Monica

Culver City

Venice

USC

Downtown

South LA

Long Beach

East LA

Pasadena

Chinatown

WHAT IS CICLAVIA
CicLAvia works in close partnership with Mayor Antonio Villaraigosa and the City of Los Angeles. Without the vision of the Mayor and the support of his staff and the strong backing of the City Council, CicLAvia would not be possible. In addition, the pilot event was made a reality through generous public-private partnerships and sponsorships, such as those detailed in this packet. In addition to the 2010 sponsors of the 10/10/10 event, individuals and organizations lent their support early on, enticing others to jump on the bandwagon and join the movement.
Sponsors of 2010 Pilot Event

- The Metabolic Studio, Annenberg Foundation
- The California Endowment
- The Rosenthal Family Foundation
- Bikes Belong
- The Boeing Company
- Kaiser Permanente
- Northrop Grumman
- Southern California Gas Company
- USC Government & Community Engagement
- Metro

Benefits to CicLAvia Sponsors

- Culturally and ethnically diverse Los Angeles audience (estimated 150,000 participants at each event and millions of overall followers)
- Cause marketing opportunity (public health, public transportation, pedestrian and bicycle advocacy, physical activity, accessibility to public space, community and economic development)
- Access to more than 8 miles of Los Angeles streets
- Live event integration
- Multiple opportunities for sponsorship placement
- Association with a hip, reputable brand
- Impressive media coverage
Riding high from the success of the pilot program, CicLAvia is currently raising support to produce **three more events in 2011: April, July, and October**. In partnership with Mayor Antonio Villaraigosa and the City of LA, CicLAvia is working to institutionalize the project as a recurring City program.

CicLAvia offers a unique opportunity to align your brand with this new, exciting community event that transforms our city streets into a temporary park—a ‘pop-up’ space for recreation and social integration. Sponsors will benefit from brand exposure and positioning including mention in PR, advertising and marketing materials as well as the opportunity for on-site activation and custom brand integration in conjunction with event activities.

**We invite you to become a partner of one or all three CicLAvia events in 2011** and look forward to developing creative ways to work with you. We are currently offering the following levels of sponsorship:
CICLAVIA TITLE SPONSOR
$750,000

*CicLAvia Presented by...*

- Sole headlining sponsor of all 3 CicLAvia in 2011
- Opportunity to co-brand with CicLAvia in a TV spot
- Opportunity to host a pre or post-event VIP party
- Category exclusivity
- Access to approx. 500,000 participants (100,000+ per event)
- Logo and name featured prominently on all CicLAvia signage, merchandise, CicLAvia website homepage, and marketing materials
- Opportunity to create on-site, experiential consumer outreach program and/or product integration
- Anchored presence at all CicLAvia events and/or rest stops along the route (3 CicLAvias = 12 rest stop opportunities)
- Presented By mention in all media to include TV, radio, print and digital
CICLAVIA CHAMPION
$250,000

- **Category exclusivity** at all three CicLAvias in 2011
- Access to approx. **500,000 participants** (100,000+ per event)
- Promotional tags on select **radio advertising**
- Logo and name featured prominently on all CicLAvia signage, merchandise, CicLAvia website homepage, and marketing materials
- Opportunity to create on-site, experiential **consumer outreach program** and/or product integration
- Anchored presence at all CicLAvia events and/or rest stops along the route (3 CicLAvias = 12 rest stop opportunities)
- **Logo placement** and mention in select media to include radio, print and digital

CICLAVIA PATRON
$100,000

- Anchored presence at all **rest stops** along the route of one CicLAvia event (1 CicLAvia = 4 rest stop opportunities)
- Access to approx. **100,000+ participants**
- Logo and name on **select CicLAvia signage, merchandise, CicLAvia website homepage, and PR and marketing materials**
- **Logo placement** and mention in print and digital media promoting one CicLAvia event
Located at the City Hall South Lawn Rest Stop, the CicLAvia Expo offers sponsors a unique opportunity for direct brand exposure to the CicLAvia audience – a display space for mobile marketing activation, sampling, collateral distribution, spectator engagement, and more! At all levels of available Expo sponsorship, Expo sponsors will receive a booth (size dependent on sponsorship level), tables, chairs, and signage in the Expo area.

**CICLAVIA EXPO SPONSOR**

**$15,000**

- **Physical presence** at CicLAvia Expo at one CicLAvia event
- **One 10x20 booth** space in Expo area with CicLAvia branded signage
- Access to approximately **100,000+ participants**
- **Logo featured** on CicLAvia website
CicLAvia Expo

CICLAVIA EXPO SPONSOR

$10,000

- **Physical presence** at CicLAvia Expo at one CicLAvia event
- **One 10x10 booth** space in Expo area with CicLAvia branded signage
- Access to approximately **100,000+ participants**
- **Logo featured** on CicLAvia website

CICLAVIA EXPO SPONSOR

$5,000

- **Physical presence** at CicLAvia Expo at one CicLAvia event
- **A shared 10x10 booth** space with one other $5,000-level Expo sponsor
- Access to approximately **100,000+ participants**
- **Logo featured** on CicLAvia website
MARKETING ELEMENTS INCLUDE:

- Three Sunday CicLAvia Events in 2011
- Rest Stop Activities (4 rest stops at each of 3 events)
- Exposure at Information Booth
- Signage at key intersections and along the CicLAvia route
- Co-marketing opportunities
- Custom event integration
- Database Generation
- VIP Reception
- Product Placement at event
- Banner Program
- Merchandising
- Social Networking
- PR/Advertising campaign

MARKETING CAMPAIGN:

- Your brand may be associated with all or some of these elements:
  - Local print, radio, television and web outreach
  - Banners and Intersection signage
  - Merchandising
  - City of LA/Metro distribution
  - Collateral materials
  - Press Release distribution

SPONSORSHIP OPPORTUNITIES:

- Sponsors may participate as follows:
  - Anchored presence at rest stops (booth/stage etc.)
  - Product integration at event (i.e. sampling)
  - On-site activation (i.e. enter to win)
  - Database Generation Program (event photography)
  - Custom Event Integration (i.e. digital couponing)
  - Signage at intersections and along the CicLAvia route
  - Inclusion in local advertising campaign
  - Inclusion in press and marketing materials
  - Sponsor logo and link on CicLAvia website
The pilot CicLAvia event on 10/10/10 received impressive local and national media attention and massive viral internet support that continues still. A diversified marketing and outreach campaign included community meetings, social media, traditional earned media, and ad buys. The success of the effort was evident in the number of participants at the pilot event and the continued popularity of the idea as evidenced by the growing popularity of CicLAvia on the web. In 2011, CicLAvia will expand upon this foundation and launch an even more ambitious marketing and outreach effort.
A city with a lot of pull

In the yo-yo capital of Chico, competitors in the U.S. Nationals throw physics for a loop. Walk the Dog? That’s so old-school.

Steve Chawkins
Reporting from Chico, Calif.

Wimbledon is to tennis, nude Chico to yoyo. The Northern California college town is a magnet for the sport’s elite. At this time each year, they arrive with new moves, new tricks, new attitudes. They drop in at Bird in Hand, the downtown

A CHANGE OF PACE

Cyclists ride on Spring Street in L.A. on Sunday in the first CicLAvia event. Streets from East Hollywood to Boyle Heights were closed to cars and opened to runners, walkers and others. LATEXTRA, A81

COP has fear and mistrust rule in
An estimated 100,000 turn out for L.A.’s inaugural CicLAvia event

A 7 1/2-mile stretch of streets from East Hollywood to Boyle Heights that’s usually traffic-clogged becomes a peaceful thoroughfare for bikes, skateboards and pedestrians Sunday.

October 11, 2010 | By Joel Rubin, Los Angeles Times

For a few surreal hours Sunday, the car was stripped of its crown in Los Angeles and pavement was turned into playground.

Well, in part of the city, anyway. Gasoline still ruled most of the city’s streets, but on a 7 1/2 -mile stretch from East Hollywood through downtown and into Boyle Heights, there wasn’t a horn to be heard honking or a plume of exhaust to inhale.

Instead, a moving crowd that organizers estimated at 100,000 bicyclists, runners, walkers, skateboarders and roller-bladers came out for the city’s first CicLAvia — aimed at challenging widely held assumptions about how transit, exercise and the notion of public space play out in this auto-obsessed city.

The turnout and ease with which the event went off far surpassed the expectations of organizers, who had questioned whether Los Angeles could accommodate and tolerate the idea of shutting down heavily traveled streets for no other reason than to let Angelenos on foot and pedalc have the run of the place.

“This was amazing — a huge success,” said an ebullient Aaron Paley, CicLAvia’s producer and a member of its steering committee. “This was about giving people of Los Angeles another way to experience their city.... It was about what belongs to us. The streets of L.A. belong to us. If we think to repurpose them, they are our greatest public space.”

Unstructured by design, CicLAvia had no planned events. Organizers set up first-aid and information stations, along with portable toilets, at a few points along the route, but for the most part, they left it up to those who showed up to use the streets as they saw fit.

For the vast majority, that meant riding bikes. Streets normally clogged with cars and SUVs became two-way thoroughfares of the self-propelled. People of all shapes and ages turned out — weekend warriors rode swiftly on their fine-tuned bikes, young kids on training wheels labored to keep up with their parents, an elderly couple smiled broadly as they kept at a leisurely pace.

It all made for a strangely quiet, serene scene. The city’s police and fire departments reported no major incidents.

Several people said the experience of gliding or strolling along streets empty of motor vehicles amounted to more than just a chance to get some exercise.
EDITORIAL

They made our days

Thanks to the newsmakers, news events and newcomers that have enlivened this year.

November 25, 2010

Thanksgiving started out as a religious holiday, proclaimed by President Lincoln in the midst of the Civil War as a "day of Thanksgiving and praise to our beneficent Father who dwelleth in the heavens." Many Americans still see it that way, though in today's multicultural and multireligious society, it is often considered more of a festival of gratitude for feasts, friends and family. For those of us on The Times' editorial board, it's an opportunity to give thanks for the newsmakers, news events and newcomers that have enlivened our year. We're grateful to:

Everybody involved in the rescue of the 33 miners trapped deep underground in Chile, who produced a happy ending in a situation that could easily have gone the other way.

Kamala Harris and Steve Cooley, whose hairsbreadth race for the office of California attorney general reminded us all that every vote does indeed count.

Pope Benedict XVI, for recognizing the role of Latinos in Southern California's Roman Catholic community by appointing Mexican-born Archbishop Jose Gomez to succeed Cardinal Roger Mahony in the Los Angeles diocese.

U.S. Department of Agriculture worker Shirley Sherrod, who maintained her dignity in the face of a despicable and misleading attempt by partisan media to make her look like a racist by selectively editing an old videotaped speech.

California voters, for showing their strong commitment to the environment by rejecting Proposition 23, which would have ended the state's pioneering efforts to slash greenhouse gas emissions. As an added bonus, voters also axed the poorly drafted marijuana legalization measure, Proposition 19.

TBS, for giving Conan O'Brien something to do besides sending Tweets.

The Fox TV show "Fringe," which features a parallel Earth with intriguing differences from this one. Presumably the Democrats retained control of Congress over there.
2010 in review: Christopher Hawthorne on architecture
Architecture critic Christopher Hawthorne’s picks for best and worst designs of 2010.

CicLAvia

(Gina Ferazzi / Los Angeles Times)
Borrowing a model from Latin American cities, organizers managed to win city approval to close down nearly eight miles of L.A. streets for most of a Sunday in October. The turnout of at least 100,000 exceeded everyone’s expectations, offering another sign of a growing constituency in Los Angeles for changes to cityscape benefiting cyclists and pedestrians. As many as three more CicLAvias are planned for 2011, the first on April 10.
Wow, the reviews of CicLAvia are glowing. Glowing! An estimated 100,000 people attended yesterday’s car-free street party, many of them on bikes, according to the Los Angeles Times. Streetsblog has some vignettes, including an encounter with City Council President Eric Garcetti, while Blogdowntown was also there, live-blogging the event. Reading the reviews, it just sounds like everyone was so relaxed. When is anyone relaxed in this city? Apparently when they are not forced to be in cars. And here’s Curbed photographer Elizabeth Daniels, who hit up downtown: "This event was really LA at its best. Melting pot. I was so proud to be a native. I know that sounds cheesy but it really touched me."

And more from Daniels:

"There were people of every race and ethnicity and every age and economic background all riding, walking and skating around. Even the homeless people were mixing in (I was near the City Hall rest stop—their hood—but even they were not excluded from the party as they usually are)."
Social Media

http://ciclavia.wordpress.com/

Social Media

http://www.facebook.com/#!/group.php?id=5739524348

CICLAVIA MARKETING & OUTREACH
thank you for supporting CicLAvia 2011

For sponsorship opportunities, please contact Aaron Paley or Amanda Berman, CicLAvia event producers, at Community Arts Resources.

aaron@carsla.net | amanda@carsla.net | 213-365-0605

CicLAvia’s mission is to encourage safe, vibrant public spaces, sustainable transportation, and public health through a program of car-free street events.

CicLAvia is a non-profit organization currently awaiting its 501 (c) 3 status from the IRS. It is under the fiscal receivership of the Los Angeles County Bicycle Coalition (LACBC).

Photos used in this document are courtesy of Gary Leonard and Aaron Paley.