



## Sponsorship Streetsblog Train-Bike-Car Race Event

General pitch: Metro is opening its new 4-mile D Line subway extension to Beverly Hills. The opening date is set for May 8. Streetsblog is planning to host/produce a race where **a train rider, a bicyclist, and a driver will depart from Beverly Hills and race to downtown Los Angeles**. This race will take place soon after the subway opens; tentatively Tuesday May 19.

For the race event Streetsblog anticipates producing:

- 3-5 promotional preview pieces (likely 1 Streetsblog post, 2-4 short videos) in advance
- 10-25 social media posts the day of the race
- 4-5 short videos (1-2 minutes) recapping the race - including one from each racer's POV
- 1 longer recap video (5-10 minutes)
- 1 recap post at Streetsblog

**Streetsblog is seeking event sponsors** - your funding supports producing the above event content, and supports Streetsblog's ongoing journalism. Prices and acknowledgements are negotiable.

Overall Race Event Presenting Sponsor: \$4000

- Your name/logo appears at the top of all race event content

Overall Race Event Sponsor: \$2500

- Your name/logo appears on all race event content

Event Team Sponsor: \$1500

- You sponsor one of the racers - bicyclist or transit rider or driver. Your name/logo appears on a minimum of 6 race content pieces - including a minimum of 2 videos

Event Supporter: \$500

- Your name/logo appears on recap content - minimum of 2 videos and recap post at Streetsblog.

See **analogous content** to get a sense of what race event and sponsorship look like:

- Sponsor logos will appear at end of videos - similar to the end of (non-sponsored) Streetsblog short videos highlighting [Throne restrooms](#) and [BikeLink bike lockers](#)
- Race would be somewhat similar to this UCLA to Metro E Line [race Instagram video by Bruins for Better Transit](#)