



**BICYCLE
COALITION
OF MAINE**

Business Membership

BCM Business Members are a vital component of our mission to make Maine a better and safer place to walk and ride a bicycle by sustaining our education, advocacy, and encouragement work across the entire state. Your support of the Coalition ensures we can fully implement our program and initiatives, including:

- Partnering with communities, businesses, and individuals to increase and improve bicycle and pedestrian infrastructure
- Advocating for active transportation policies, such as Complete Streets, at the local and state level
- Teaching cyclists, pedestrians, and drivers how to safely, legally, and courteously share the road
- Working with police departments to ensure that laws meant to protect bicycle riders and pedestrians are enforced
- Inspiring a love of being active to children and adults alike!

BCM Business Memberships begin at \$250. Starting at \$1,000, Business Members become part of our Yellow Jersey Club, named for the yellow jersey (“le maillot jaune”) given to the fastest overall rider in the Tour de France.

\$10,000 Yellow Jersey Club Elite

\$5,000-\$9,999 Yellow Jersey Club Champion

\$2,500-\$4,999 Yellow Jersey Club Leader

\$1,000-\$2,499 Yellow Jersey Club Team

\$500-\$999

\$250-499

Please Note: For any Maine Bike Shop, there is a special membership option starting at \$100. Please inquire info@bikemaine.org



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BCM Business Members receive a variety of benefits as valued members of our community. Benefits vary by level and include:

	\$10,000+	\$5,000- \$9,999	\$2,500- \$4,999	\$1,000- \$2,499	\$500- \$999	\$250- \$499
Your logo on the Business Partners page of our website						
Your business name featured in the Maine Cyclist twice-yearly						
Your business in the "Where to Ride" feature of our website						
"BCM Business Member" and/or "Bicycles Welcome Here" decal for your business						
Regular email updates with the latest Maine biking and walking news						
Recognition annually in our communications and social media	 4X	 4X	 3X	 2X	 1X	
Educational presentation per year at your worksite from a nationally certified BCM instructor	 Up to 4X	 Up to 4X	 Up to 3X	 Up to 2X	 1X	
Invitations to special Yellow Jersey Club events						
A full-page feature article on your business in one edition of the Maine Cyclist						
Discount on Dero bike rack products	 15% Off	 15% Off	 10% Off	 10% Off		
Business ad in both issues of the Maine Cyclist (3,000 physical copies circulated)	 1/2 page	 1/4 page	 1/8 page	 1/8 page		
Your logo featured at the bottom of monthly membership email						