



DIVVY
DIVIDE & SHARE

Bikeshare Sponsorship

The Divvy Experience



DIVVY TO DATE

- » Launch Date: June 28, 2013
 - » Trips Taken: 2.5 million
 - » 24-Hr Passes Sold: 356,211
 - » Annual Members: 23,542
 - » Miles Travelled: Over 5.5 million!
 - » Stations Live: 300
 - » Bikes and Docks: 2625/5232
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BROKER ROLES

- » Brokers may play a number of roles:
 - » Selling bikeshare system advertising
 - » Exploring and/or selling sponsorship opportunities
 - » Full system sponsorship
 - » Individual component sponsorship
 - » Individual station sponsorship
 - » Individual bike sponsorship
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CHICAGO CONTRACT STRUCTURE

- » Chicago's CFO has broad authority under the Municipal Marketing function
 - » Includes advertising and other promotions on and through City-owned assets
 - » CFO's authority was used to execute:
 - » Contract for brokerage of sponsorship and advertising
 - » Sponsorship agreement
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CHICAGO BROKER ROLES

- » Advertising
 - » Station Location and Advertising Requirements/ Specifications
 - » Sale of Advertising
 - » Installation, Inspection, Notification and Removal
 - » Revenue Collection and Reporting
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CHICAGO BROKER ROLES

- » Sponsorship
 - » Strategic Preparation
 - » Valuation
 - » Development of Presentation and Marketing Materials
 - » Sponsorship Sales and Closing Process
 - » Implementation
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OUR EXPERIENCE

- » Pitched to a dozen potential sponsors
 - » All options were on the table (including re-naming)
 - » Reached agreement with sponsor in late 2013
 - » City negotiated with sponsor for about 6 months
 - » Signed sponsorship deal on May 1, 2014
 - » \$12.5 million over 5 years
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KEYS TO SUCCESS

- » Broker services may include:
 - » Motivated seller
 - » Expertise in outdoor advertising
 - » Access to potential sponsors & advertisers
 - » Engagement of city leadership is essential
 - » Many high-level contacts came from city leaders
 - » Committed leadership needed to drive process forward
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THE PAYOFF



USING THE REVENUES

- » Share the wealth!
 - » Bikeshare system expansion
 - » Bike infrastructure construction & maintenance
 - » Bike safety education
 - » Bike program staffing
 - » Planning for the future
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DivvyBikes.com

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