

Bike Share is coming to Norfolk



Spring 2018

What is Bike Sharing?

Bike sharing is an innovative transportation program where riders can pick up a bike at a self-service station and return it to any other bike station located in the service area for a nominal fee. Bike sharing is a sustainable, healthy, progressive and convenient mode of transportation for business and pleasure. Norfolk will have the only bike share program in Hampton Roads.

Become a Norfolk Bike Share Sponsor

Bike share provides an opportunity for you to associate your brand with the newest form of transportation coming to Norfolk.

As a sponsor, you will receive the following:

- Prominent logo placement on all three sides of (100) bicycle baskets
- Prominent logo placement on signage for (15) bike stations
- Prominent logo placement on the bike share website
- 10 free annual bike rider memberships to the program
- Opportunity to select your branded bike station location in Downtown Norfolk (based on availability)
- Inclusion in all bike share marketing materials



Sponsorship Investment and Commitment: \$9,000 per year for 3 years



An average Bike Share bike:

Will take 272 trips/year
Lasting 60 minutes/trip



Generating an estimated:

2,000+ impressions/trip
540,000+ impressions/year

The City of Norfolk Bike Share program is managed by Zagster. Zagster manages rider membership, marketing communications and is fully responsible for all operations, including rider support, maintenance, insurance and liability.

Sign Up Today:

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