

**WE BIKE BR**

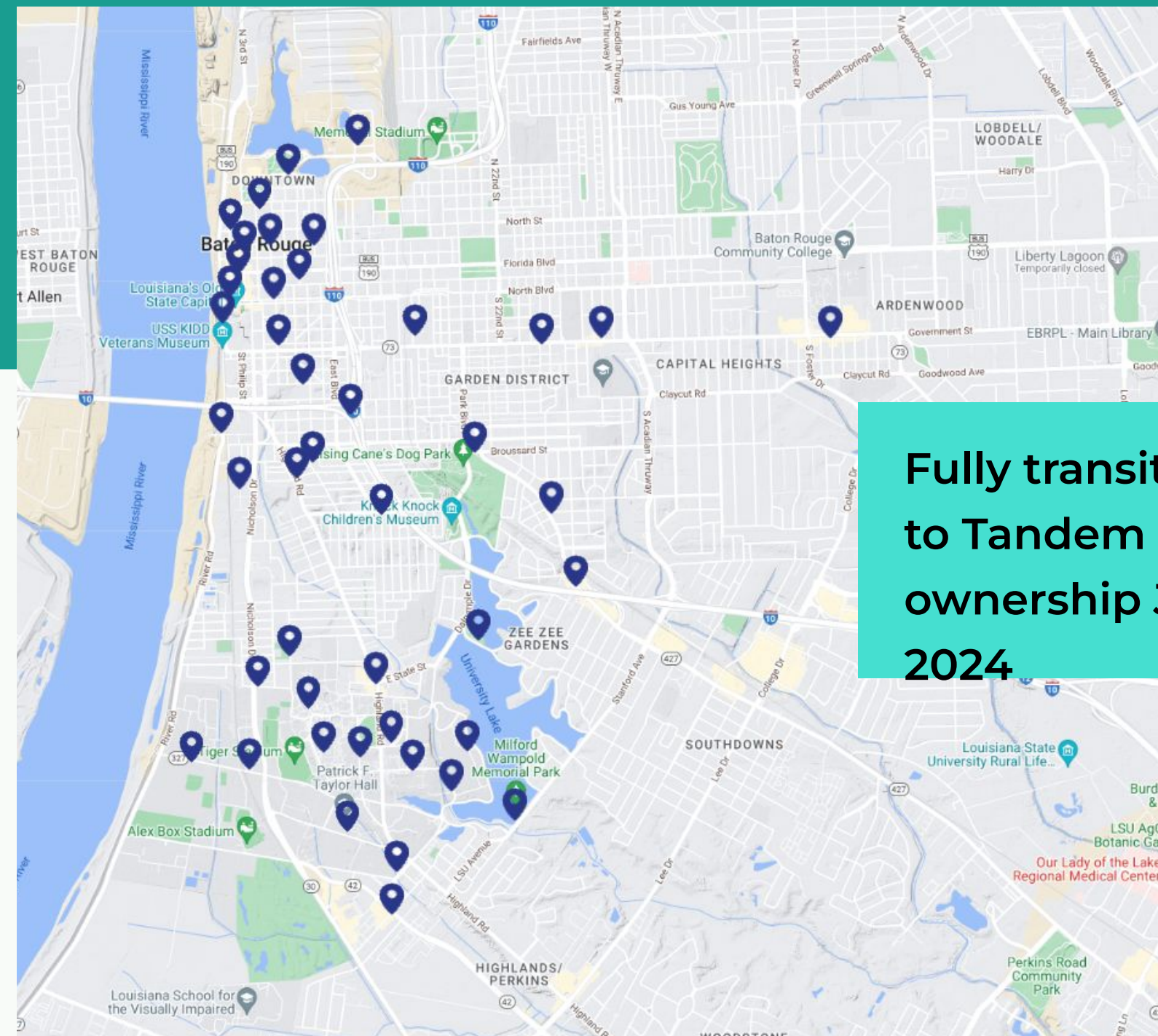
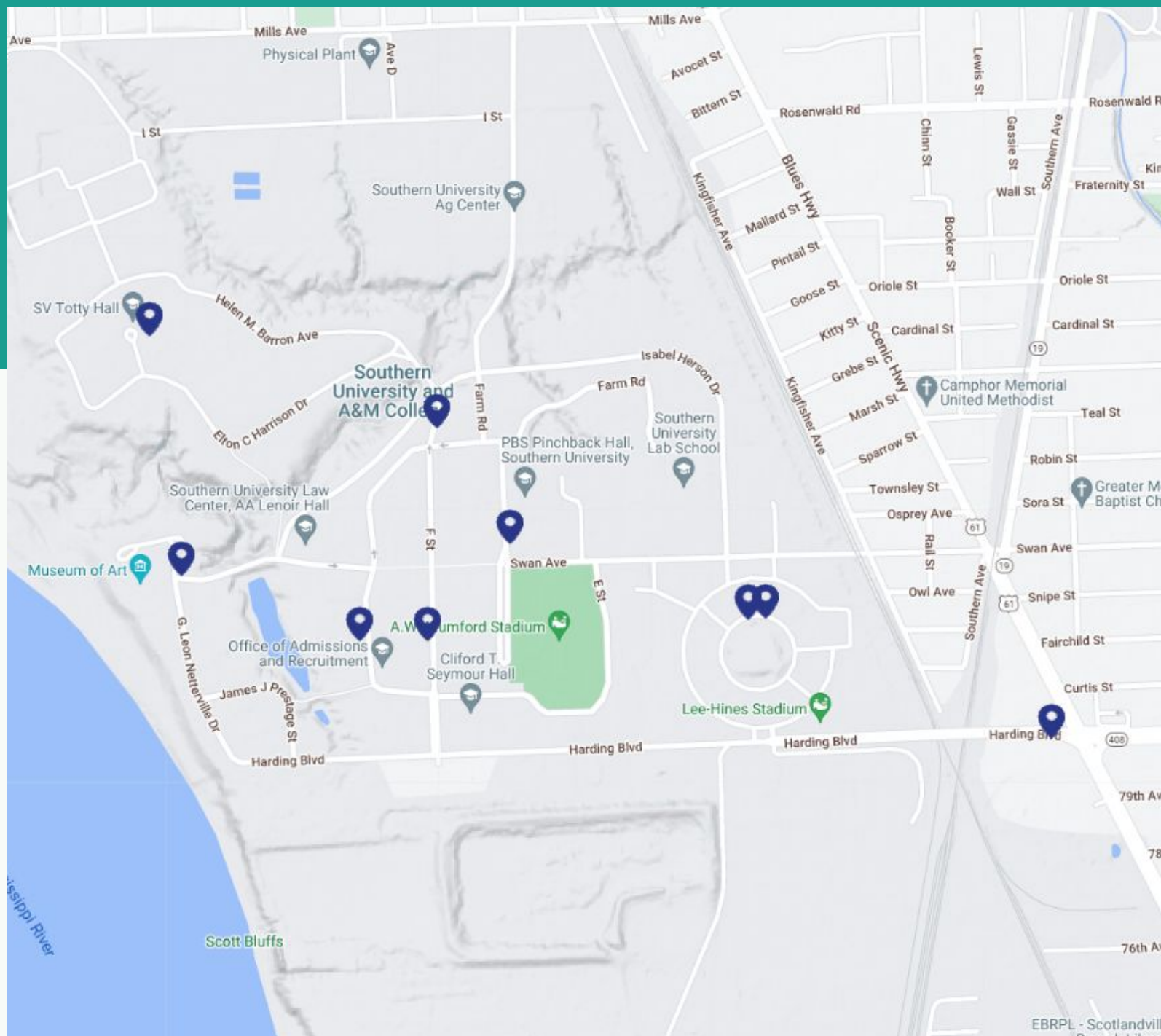
# Baton Rouge Bike Share

SCAN &  
DOWNLOAD  
Scan to download the Movatic app  
and create an account.





# Baton Rouge Bike Share



Fully transitioned to Tandem ownership January 2024

# Indicators of Success and Goals for Bike Sharing in Baton Rouge

## What we're already seeing...

- Smart system design improves ease of access for first/last mile connectivity
- Daily battery swaps and attentive operational support
- E-bikes provide a true transportation solution and reduce barriers related to fitness, age, & gender (as compared to bikeshare systems without e-bikes)
- Impactful local encouragement and educational events
- Local stakeholders are engaged in the strategic growth and sustainability of the program, and help to create goals & measure community impact

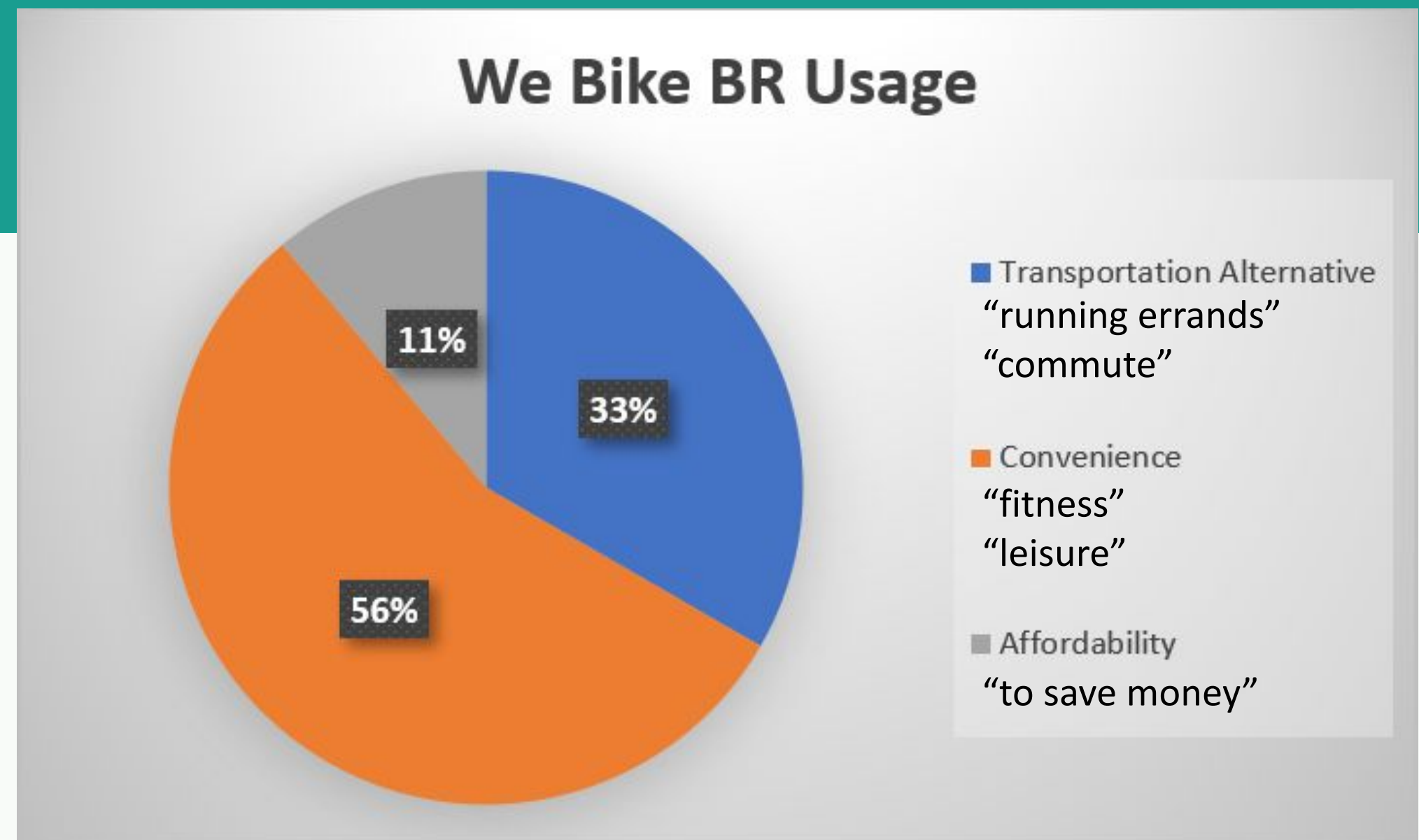
## What a fully sponsored system would bring...

- **Enhanced transportation choice for BR residents as a result of having access to a reliable, convenient, affordable transportation option**
  - **Sponsorship subsidizes trip costs**
  - **Beneficiaries of established low income programs qualify for low or no cost membership (new program in development for 2024)**
  - **Those without access to a vehicle choose to use bikeshare**
  - **Success of local cash payment program (requires partnership with local entity with point-of-sale capabilities)**
  - **Local operations are fully funded**
  - **System expansion, adding bikes and stations to better serve the community**
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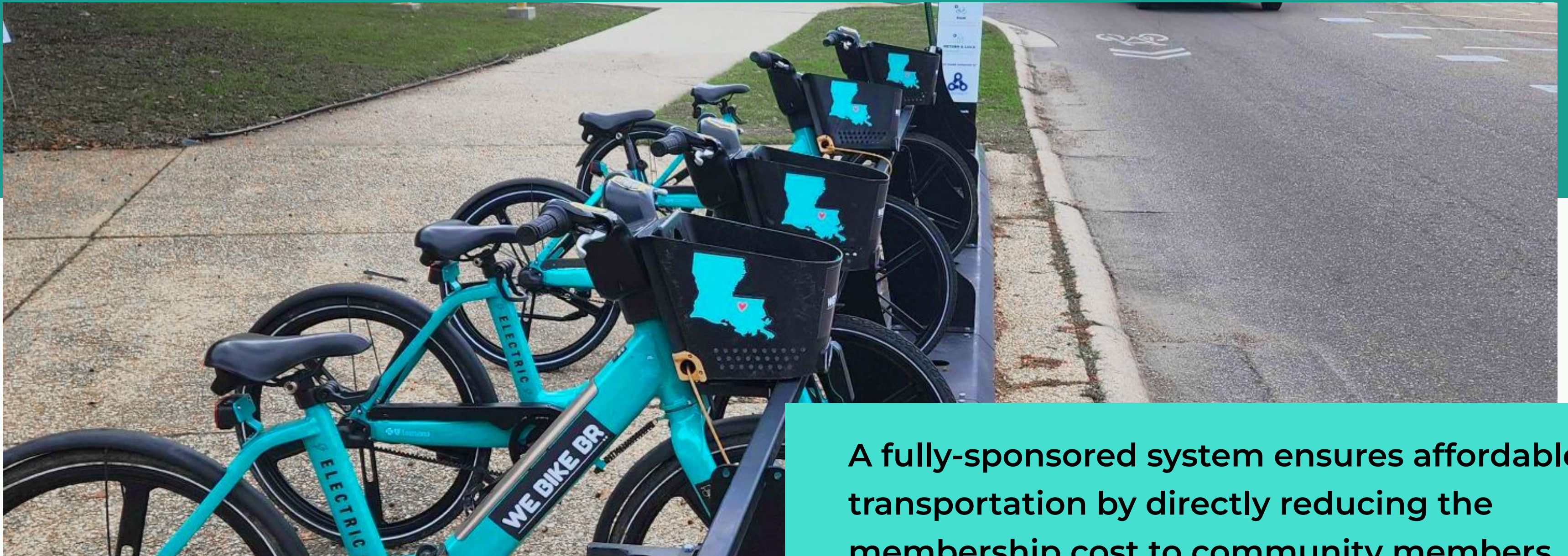
# Baton Rouge Bike Share By the Numbers

***“Bikes save me time and money to get to campus for study and work.”***





# How does sponsorship impact the Baton Rouge community?



A fully-sponsored system ensures affordable transportation by directly reducing the membership cost to community members



# Why Sponsor?

- 1** Align your brand with this valuable community amenity
- 2** Directly increase sustainable transportation options
- 3** Impact the health and wellness of residents and visitors
- 4** Reach active and engaged Baton Rouge residents and visitors

**“Give Back to the Community” is one of Blue Cross and Blue Shield of Alabama’s corporate values. Sponsoring the bike share programs in Huntsville and Montgomery is a perfect opportunity to help improve the health and wellness of Alabamians. The bike share program encourages healthy lifestyles and economic growth benefitting local businesses, residents and tourists.”**

**Tim King, Manager  
- Community Relations, Blue Cross Blue Shield of Alabama**



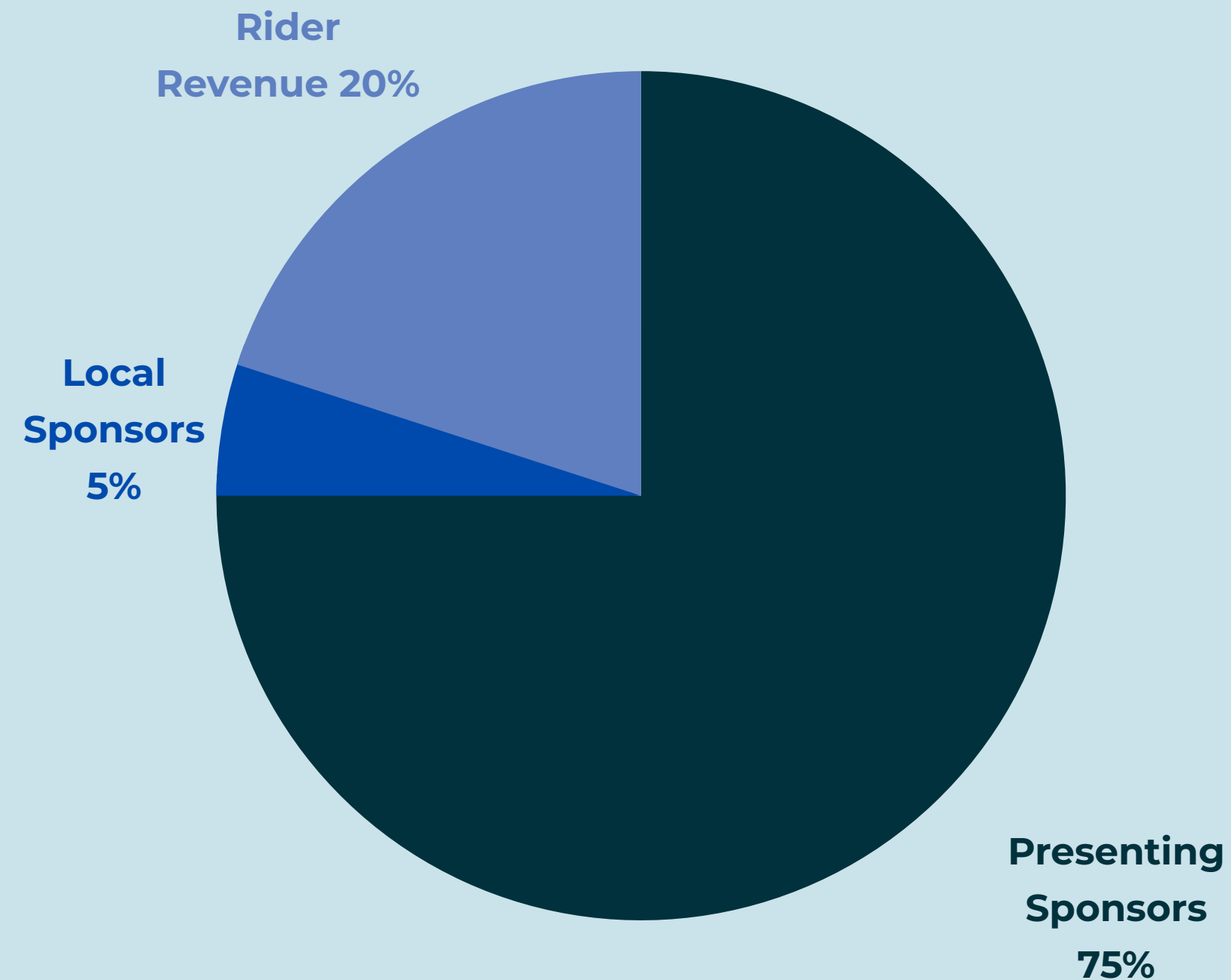


## Baton Rouge Bike Share 5-Year Funding Strategy

# Sponsorship Strategy

Fully-sponsored systems provide:

- Affordable trips
- System growth
- Connected communities
- Engagement events
- System sustainability





# Why Tandem?

Since coming to Baton Rouge, we've addressed:

## Bike Reliability

- Daily battery charging
- 90% bike availability
- Operations process improvement
- Updated in-app rental experience

## System Design

- Station launches in mid-city
- Cut pay-as-you-go prices in half
- 99.3% reduction in customer support response time
- Community education

Tandem mechanic



Tandem Mobility is the system operator. The Tandem team brings over 15 years of experience in the micromobility industry, having launched, managed, and grown 100+ bike and scooter share programs across the US.





**Baton Rouge**

**Other Supporters:**

*Baton Rouge  
Area Foundat*



**The City of Baton Rouge values bike sharing as an affordable, convenient transportation solution. Partnership with Tandem Mobility and other key stakeholders ensures the program's viability, vibrancy, and longevity.**





**\$450K**

**ANNUAL  
SPONSORSHIP**

**WE BIKE BR**



# Annual Package

## Presenting Sponsor Package

Feature	Title Sponsorship
<b>Bike Basket &amp; Fender</b>	150 e-bikes (\$330k value)
<b>Station Sign</b>	2 locations (\$22k value)
<b>Bike Adoption</b>	10 bikes (\$5k value)
<b>Corporate Memberships</b>	10 free (\$1k value)
<b>Coupon Codes</b>	\$5 first ride credit (\$5k value)
<b>In-App Station Logo + Banner Image &amp; Landing Page</b>	Logo Placements (\$6k value) 2 stations
<b>PR with Tandem</b>	Press Release and Launch Event (\$40k value)
<b>Total Value</b>	<b>\$609k</b>



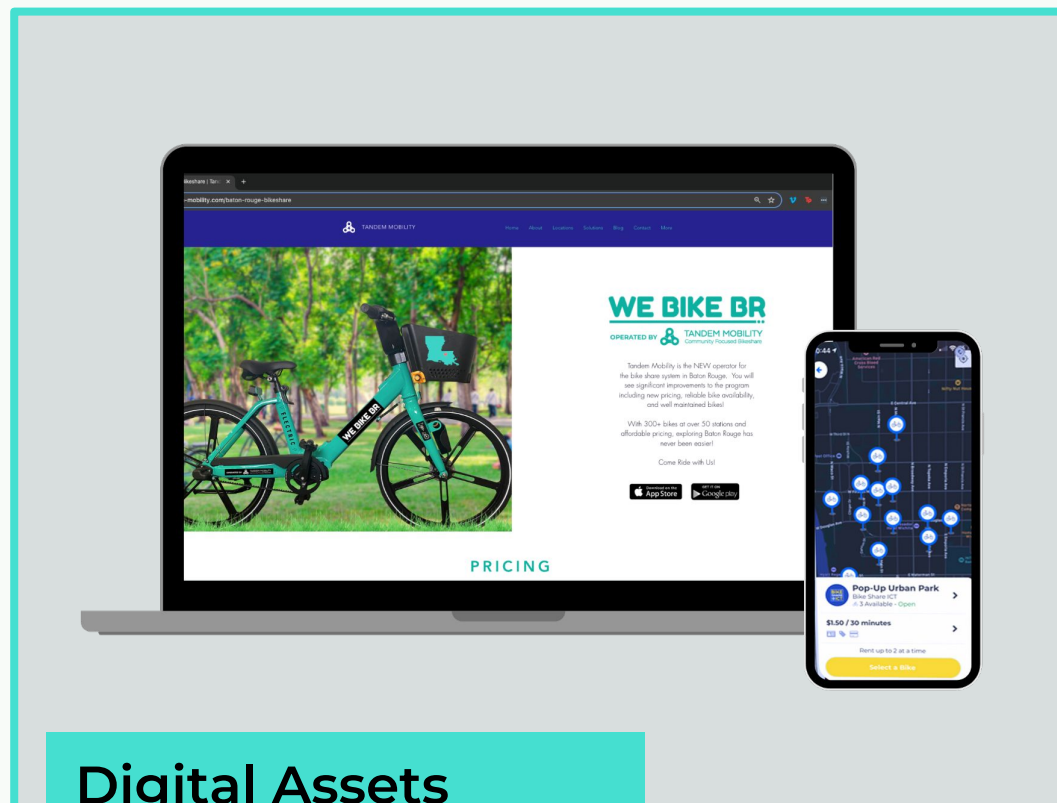
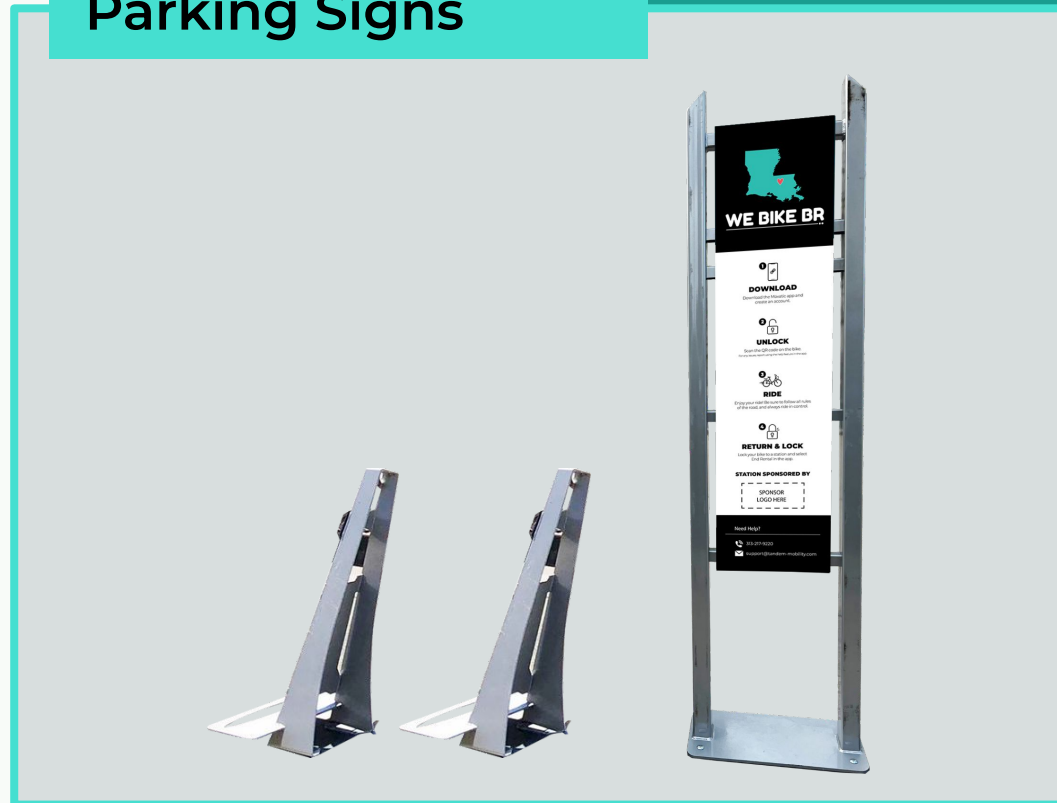


# Sponsor Branding



Custom E-Bike

## Parking Signs



Digital Assets



*\*Complete program re-branding and naming rights are available for discussion*



# What's Next?



## February

Title sponsor outreach

## April

Title sponsor secured

## May

Branding creation

## June

LAUNCH



**This program cannot exist without sponsorship.**

**Your support of this unique and highly visible community amenity guarantees the program's continuation, and will ensure low costs to riders.**

## Interested?

Contact us and we will reach out to schedule a meeting.

## Tandem Mobility

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