



## Proposal for Art Station

### Background

Houston BCycle is a nonprofit-run organization that offers a sustainable, healthy public transportation option for the city of Houston. We currently operate 137 bike-share stations and more than 1100 bikes across the city. Each year we authorize a limited number of Art Stations, designed and hand-crafted by a Houston-based artist and revealed as a work of functional, public art.

### Overview

This is a unique and exclusive opportunity to be a part of Houston's rich artistic heritage while promoting your entity with an environmentally friendly, healthy and just plain fun way to get around: bikes!

More than 70,000 riders use BCycle bikes each year, with new stations coming on board monthly to expand the bike-share network and reach. Houston BCycle bikes and stations make 800+ million impressions each year to Houstonians and visitors alike. Sponsoring an Art Station takes your brand's visibility to the next level. Art Stations are incredibly popular both with BCycle riders and the general public, as evidenced by social media posts that include BCycle Art Stations as a highlight.

### Details

Art Station Sponsorship of \$5000 includes:

- Naming the artist or choosing among designs submitted
- Brand promoted in the city-wide call for design submission
- Preparation, priming, and re-assembly of the BCycle station elements
- Artist fee, paint, equipment, and supplies
- High-quality photography of finished Art Station
- Promotion on social media, website, and newsletter at all stages
- Brand promotion in the wayfinder poster at the Art Station
- Ongoing marketing support, e.g. Sponsored bike ride with stops at Art Station