

Benefits	\$100 (Bike-friendly Business)	\$250 (Bronze Partner)	\$500 (Silver Partner)	\$1,000 (Gold Partner)	\$2,500+ (Platinum Partner)
Promotion in our monthly newsletter	None	Once per year	Once per year	Twice per year	Four times per year
Logo displayed in our monthly newsletter	No	No	No	No	Yes
Send a custom email message to our members ¹	No	No	No	No	Once per year
Promotion via social media	No	No	Twice per year	Three times per year	Six times per year
Free ² lunch-and-learn for up to 10 staff	No	No	1	2	2
Display your logo on our supporters page	Yes	Yes	Yes	Yes	Yes
Display your logo on the website footer	No	No	No	No	Yes
Partnership on a major event ³	No	No	No	If platinum sponsors decline	One event per year
Complimentary HCC memberships for employees	No	5	10	25	50
Opportunity to provide prizes for events	Yes	Yes	Yes	Yes	Yes

1. The HCC Board must approve the contents of the email to ensure it is aligned with our vision and brand.
2. The HCC will not charge the lunch-and-learn fee to our partners, but the partner is responsible for providing any refreshments.
3. Major events include the AGM, Bikes Mean Business Awards, and Bike Week
4. Business Members (\$25) will receive a “Bike Friendly Business” sticker and be listed in our directory
5. All participating businesses will receive a “Bike Friendly Business” window sticker.
6. For any partner of at least \$100, we will advertise on our website any benefits offered to HCC members.