

Cyclovía Encinitas Site Map

CYCLOVIA ROUTE AND PUBLIC PARKING



LEGEND

- Cyclovía Encinitas route
- Public parking available
- Detour

Sponsor opportunities are available.

Contact City of Encinitas Environmental Commissioner Joy Lyndes at jlyndes@coastal-sage.com

Cyclovía Encinitas is a free open street event where streets are temporarily closed to cars and open for people to enjoy exploring their community by walking, bicycling, dancing, playing, and socializing. It's a chance to explore local businesses and the neighborhood in a new way. A section of Coast Highway 101 will be closed to car traffic from D Street to J Street.

Be an inaugural year **SPONSOR!**

CYCLOVIA ENCINITAS

BRAND NEW OPEN STREET EVENT

SUNDAY, JANUARY 12, 2020 | 10 AM-2 PM
COAST HIGHWAY 101 | D ST. TO J ST.



INTERESTED IN BECOMING A SPONSOR?

Contact **City of Encinitas**
 Environmental Commissioner Joy Lyndes
 at jlyndes@coastal-sage.com

SPONSORS



PARTNERS



Explore downtown Encinitas on Coast Highway 101 via bike, on foot, or other means of self-powered transportation—free of cars; and learn about the environment and safety.

Cyclovia Encinitas

What is a Cyclovia?

It is a Spanish term that means "Cycleway." It is the closing of certain streets to automobiles for a temporary time in order to allow cyclists, skaters, and pedestrians access to local businesses on open streets. It is an event that is held globally as well as locally, such as San Diego, Pacific Beach, and Chula Vista.



Who is Organizing the Cyclovia?

It is a partnership effort between the City of Encinitas, the Traffic and Safety and Environmental Commissions, the San Diego Bicycle Coalition, and the Encinitas 101 business organization.



What are the Benefits?

- Involve schools and children in learning about mobility and the Climate Action Plan.
- Have fun and celebrate biking, rolling, and walking while learning.
- Event attendees engage with and experience local businesses far more intimately than simply driving past in their cars.
- Encinitas 101 businesses and adjacent businesses will be engaged with the event.
- Opportunities to connect with the Encinitas community.
- Provides local businesses with a hassle-free way to market their businesses in a unique way.
- City of Encinitas and Encinitas 101 are partners!
- San Diego Bicycle Coalition will assist with a bike rodeo, the bike racks and the bike valets, who will help attendees to easily and conveniently shop and experience shops, businesses, bars, and restaurants
- Entertainment and educational nodes will be along the route. Examples are: musical performances, educational and bike safety programs, youth bike parade and bike decoration stations, and local business passport raffle



Become a Community Sponsor

All sponsors will have their logo placed on Facebook, E101, and City of Encinitas websites.

GOLD SPONSOR \$5,000

- Banner prominently displayed in event areas and in town leading up to the event
- Event booth
- Inclusion in *Walking Tour* brochure
- Inclusion in all press including: interviews, press releases, and videos
- Large logo on a full-page feature in the *Parks, Recreation and Cultural Arts Guide* mailed to 30,000+ households
- Event advertising (signage, flyers, sign-spinners)

SILVER SPONSOR \$2,500

- Banner prominently displayed in event areas
- Event booth
- Inclusion in *Walking Tour* brochure
- Inclusion in all press including: interviews, press releases, and videos
- Small logo on a full-page feature in the *Parks, Recreation and Cultural Arts Guide* mailed to 30,000+ households
- Event advertising (signage, flyers, sign-spinners)

BRONZE SPONSOR \$1,500

- Event booth
- Inclusion in *Walking Tour* brochure
- Inclusion in all press including: interviews, press releases, and videos
- Event advertising (signage, flyers, sign-spinners)

GRAND MARSHALL \$1,000

- Inclusion in *Walking Tour* brochure
- Inclusion in all press including: interviews, press releases, and videos
- Event advertising (signage, flyers, sign-spinners)

CHAMPION \$500

- Event advertising (signage, flyers, sign-spinners)

BIKE PIONEER \$250

- Logo on Facebook, E101, and City of Encinitas websites