

Advocacy Advance Grants Program

Advocacy Advance is a powerful, action-oriented partnership between the Alliance and the League of American Bicyclists. This unique initiative zeroes in on the specific research, resources and technical assistance that state and local bicycle and pedestrian advocates need to immediately propel their campaigns and dramatically grow their organizations.

Through the Advocacy Advance Grants program, the Alliance galvanizes on-the-ground progress by awarding direct funding through a competitive process twice annually. These targeted grants establish new groups in critical areas, boost the capacity of existing organizations and support innovative campaigns that incubate emerging best practices and spur the next game-changing ideas that will cause massive shifts in mode share, key changes in public policy or advances in bike-ped infrastructure.

Your sponsorship of the Advocacy Advance Grants program elevates your company to the top tier of industry leaders who have made a high-level commitment to advancing the bicycle and pedestrian movement. A full two thirds of each sponsorship goes directly to local and state advocates with the remaining third underwriting expert technical assistance and on-call coaching from Alliance staff to expand the impact of every dollar and the results from every recipient.

Because of the widespread interest and the incredible impact of this funding, the Advocacy Advance Grants garner repeated mainstream and trade media exposures throughout the year. More importantly, though, your company will secure a reputation as an indispensable ally within the advocacy community.



Better Blocks initiative in Chicago; funded in part by Advocacy Advance



Sponsorship opportunities start at \$25,000 and leadership recognition begins at \$250,000. To discuss a level that meets your goals, call Jeff Miller: (202) 445-4415.

"SRAM recognizes the critical importance of expanding bicycling by funding organizations at the state and local level. But, as a growing company, we don't have the direct relationships and knowledge to select the best projects. The Alliance has the expertise to not just to select the projects that will have the most impact but also assist those groups in making those efforts even more successful."

- Stan Day, President

SRAM SRAM

"The Alliance grant gave us the necessary boost to help the City of San Francisco kick off a series of innovative transportation trials for Market Street, the busiest bicycling street west of the Mississippi. These first trials, which included a separated green bikeway (pictured above) and required right turns for cars, resulted in more people walking and bicycling and everyone feeling safer. These meaningful results got us working double time to continue the spirit of innovation and win even more trial improvements for this street."

- Jodie Medeiros, Development Director
San Francisco Bicycle Coalition

Above photo courtesy of Matthew Roth