



SPONSORSHIP OPPORTUNITIES

onbikes Winter Bike Build
November 2025

onbikes Winter Wonder Ride
December 6, 2025

our story

Something as simple as a bike can open up a fresh and unseen new world to children, waking up a sense of freedom, self-reliance, and mobility.

onbikes Pensacola was started in 2016 by Pensacola native, Walker Wilson. Walker and his friends set out with a goal to provide 100 bikes and helmets to children in Pensacola's local foster care system and guardian ad litem program. Through the generosity of the local community, onbikes has given over 4,500 bikes and countless smiles to children in Pensacola.

Because of our sponsors, we were able to provide bikes to children in the Families First Foster Care Program, the Boys and Girls Club, Escambia County Schools, the Ronald McDonald House and Big Brothers Big Sisters of Northwest Florida. We also partner with Sue Straughn and Communities Caring at Christmas and Lumon May with Southern Youth Sports to ensure our bikes get in the hands of deserving children. Almost all of these children were receiving bikes for the very first time.

Our hope is that each person we meet picks up our "giving is better than receiving" philosophy, so that they, in turn, can help the community in their own way.

onbikes is a 100% volunteer organization. We strive to make sure that every dollar that is donated goes directly to buying bikes, helmets and locks for children along the Gulf Coast.



our mission

Our goal is to provide new bicycles and helmets to every child along the Gulf Coast. We believe that something as simple as a bike can open up a fresh and unseen new world to children inspiring a sense of freedom, self-reliance, and mobility.

meet the board



We believe that every
kid deserves a bike.



Walker Wilson
President



Katie Birmingham
Vice President



Courtney Cobia
VP of Finance



Brett Birmingham
VP of Finance



Peyton Williams
VP of Winter Wonder Ride



Claire Wilson
VP of Bike Build



Jack Terhaar
VP of Bike Build



Holiday Whisenant
VP of Sponsorship



Megan Huff
VP of Purchasing

bike build



Assembling hundreds of bikes is no easy task!

Each year the onbikes team and volunteers come together for a day of work and play.

Each bike arrives disassembled and with the help of our tireless volunteers, the bikes are assembled, quality checked and staged for distribution.

We invite all of our sponsors, their employees, friends, and families to get involved with this crucial part of the process.

We need your help!

We always need more helping hands to volunteer with us. For more information on how you can get involved with us, email onbikespensacola@gmail.com



winter wonder ride

The Annual Winter Wonder Ride is a bike slow-ride through Downtown Pensacola—with a post-ride celebration featuring live music, games, drinks and food trucks! The proceeds raised are used to purchase the new bikes and helmets for children in need in the Northwest Florida area.

The Winter Wonder Ride and Bike Build would not be possible without our sponsors! We've developed a number of sponsorship opportunities for you to be a part of our event. Our goal is to create a unique community experience that will provide new bicycles and helmets to every child along the Gulf Coast.

SPONSORSHIP OPPORTUNITIES

Winter Wonder Ride
Title Sponsor
\$10,000+

Bike Build
Title Sponsor
\$8,000+

The Frame Sponsor
\$6,000+

The Handlebar Sponsor
\$4,000+

The Spoke Sponsor
\$2,000+

The Chain Sponsor
\$1,000+

The Wheel Sponsor
\$500+



sponsorship

	WINTER WONDER RIDE SPONSOR	BIKE BUILD SPONSOR	FRAME SPONSOR	HANDLEBAR SPONSOR	SPOKES SPONSOR	CHAIN SPONSOR	WHEEL SPONSOR
SPONSORSHIP DOLLAR LEVEL	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000	\$1,000	\$500
PRESENTING SPONSOR OF EVENT							
COMPANY LOGO ON TSHIRT							
MAIN STAGE SIGNAGE							
COMPANY NAME ON KOOZIE							
KIDS ZONE SPONSOR							
NAME + LOGO INCLUDED IN SELECT MEDIA PROMOTION							
NAME INCLUDED IN SELECT MEDIA PROMOTION							
LOGO ON REGISTRATION BAG							
PROMINIENT EVENT SIGNAGE							
OPPORTUNITY TO PLACE PROMO MATERIALS IN REGISTRATION BAGS							
LOGO ON SIGNAGE AT BIKE BUILD							
SELECT PRE-EVENT SOCIAL MEDIA MENTIONS							
NAME ON REGISTRATION BAG + SELECT EVENT SIGNAGE							
NUMBER OF BIKES DONATED IN COMPANY NAME	75	50	25	25	10	5	2
NUMBER OF WINTER WONDER RIDE PASSES TO EVENT	15	12	10	10	8	6	2

Please make checks payable to: onbikes Pensacola
Mailing Address: PO. Box 548, Pensacola, Florida 32591

in-kind sponsorship

Thank you for considering an in-kind sponsorship with onbikes! In-kind sponsorships include the following recognition at our Winter Wonder Ride and Bike Build.

MAIN STAGE SIGNAGE	
NAME + LOGO INCLUDED IN SELECT MEDIA PROMOTION	
NAME INCLUDED IN SELECT MEDIA PROMOTION	
LOGO ON REGISTRATION BAG	
PROMINENT EVENT SIGNAGE	
OPPORTUNITY TO PLACE PROMO MATERIALS IN REGISTRATION BAGS	
LOGO ON SIGNAGE AT BIKE BUILD	
SELECT PRE-EVENT SOCIAL MEDIA MENTIONS	
NAME ON REGISTRATION BAG + SELECT EVENT SIGNAGE	
NUMBER OF BIKES DONATED IN COMPANY NAME	25
NUMBER OF WINTER WONDER RIDE PASSES TO EVENT	10