LEAGUE OF MICHIGAN BICYCLISTS · DOLLAR PER RIDER

More riders for your event. Better riding for Michigan.

Dollar Per Rider events make one pledge to LMB for the year. In return, we put your event in front of Michigan's most active riders. Your pledge funds our work for safer roads and more accessible trails.

HOW IT WORKS

One pledge per event
Starting in 2027, each event makes its own pledge to LMB for the year.

Your pledge sets your tier
The higher the tier, the more we promote your event.

A minimum, not a cap
Your pledge is the least your event commits to give. Giving more is always welcome.

THE TIERS

Pacer
$1 Per Rider
$50–$249

- Pacer badge on your Ride Calendar listing
- Event listing with a link in our monthly Dollar Per Rider email
- Included in our monthly Dollar Per Rider social media post
- Discounted LMB advertising rates

Elite
$2 Per Rider
$250–$499

Everything at Pacer, plus:

- Elite badge on your Ride Calendar listing
- Expanded email listing with a link and your event description

Champion
$5 Per Rider
$500 or more

Everything at Elite, plus:

- Champion badge on your Ride Calendar listing
- Premium email listing with a link, description, and photo
- A spotlight post for your event on LMB's Facebook and Instagram

SHOW YOUR SUPPORT

PROUD SUPPORTER
2027 · LMB.ORG

Every pledged event receives LMB's **Proud Supporter** mark for its own website. We send the full graphic set: horizontal and stacked versions, color and white, web-ready PNGs, and vector files.

We make two simple requests: display the mark at 220 pixels wide or larger, outside your sponsor grid, and link it to the page on LMB.org that we provide.

HOW TO ENROLL

1. **List your event.** At lmb.org/ride-calendar, click **Add/Edit an Event**. Log in, or register free.
2. **Choose your tier.** On the form, check **Dollar Per Rider**. Then pick the tier that matches your pledge.
3. **We review and publish.** LMB staff approve every listing. Your tier badge appears once it's live.

Grow your tier. If your event outperforms expectations, let's have a conversation about increasing your donation and, if applicable, bumping into a higher tier next year.

Planning a larger commitment? Talk with LMB staff at **office@LMB.org**. We'll find a partnership that fits your support.