



PROMOTIONS: ADOPT A (BIKE) SHOP BASICS



WHAT: The Adopt-A-Shop database is a list of both sponsoring bike shops and non-sponsoring bike shops throughout our Chapter area.

WHY: To promote City to Shore & Bike to the Bay to captive audience, build relationships with area shops, and act as a liaison between local bike shops and the Ride.

HOW: Ensure your assigned shop is fully stocked with Bike MS promotional materials and check in with your shop frequently.

BASIC REMINDERS:

- Wear something MS related: a shirt, hat, or jersey
- Have fun and share your passion and spirit for the Ride!

SPONSORING SHOP VS. NON-SPONSORING SHOP

A sponsoring bike shop has committed to providing an additional level of support to the Ride, above and beyond placing materials in their shop and promoting the ride. This includes performing mandatory bike inspections (*City to Shore only*), coupon offers and redemption, Bike MS gift certificate redemption, ride weekend support and much more.

SPONSORSHIP INQUIRIES:

If a sponsoring shop has a question regarding an aspect of their sponsorship benefits/expectations, and the matter is urgent, ask them to contact Bike MS Staff directly. If the matter is not urgent, report back to Bike MS.

If a non-sponsoring shop asks about becoming a sponsoring shop:

- Commitment confirmation happens in February and March, and was finalized for the current year's ride April 1.
- If the shop wishes to be considered as a sponsoring shop the following year, obtain the shops name, location, contact name and email to report back to Bike MS. Let them know Bike MS staff will be in touch.
- Let Bike MS Staff know of the shops interest and point of contact.

VISITING YOUR SHOP

Do I need to call ahead before stopping at my shop? No you do not *need* to call ahead, however you may reach out to your shop before visiting if you prefer to obtain the manager and assistant manager name.

Introduce yourself as a Bike MS: City to Shore Planning Team Member or Bike MS Promotions Team member, cyclist and/or volunteer and explain your role/purpose for visiting their shop.

Non-Sponsoring: would they be willing to promote the Ride and place promotional materials in their shop?

Sponsoring: you are here to keep them fully stocked and act as their liaison to the Ride

Explain the promotional items you are providing

Non-Sponsoring & Sponsoring Bike to the Bay: rack cards w/holder & poster

Sponsoring City To Shore: rack cards w/holder, poster, hang tags (instruction sheet with reminders and window cling in initial packet)

Let them know your connection with MS and/or reason for riding

Provide your contact information if they need to reach you

Establish a check in schedule with your shop contact, find out their preferred day/time and method

Inquire about upcoming promotional events or sales, ask to attend, and report back to Bike MS (*FYI Bike MS will promote events/sales for shops whose logo is featured on the poster & rack card*)

If a manager or store owner is present, introduce yourself

REPORTING BACK & UPDATING BIKE MS:

Keep Bike MS updated on your shop status, or let us know of changes, via the Adopt A (Bike) Shop Feedback Form at bikemspromo.org.

Need Materials? nationalMSsociety.org/PromoMaterialsCTS
(allow at least 1 week for delivery. If your request is urgent – contact Bike MS directly)