



PROMOTION OPPORTUNITIES & BASICS



PROMO MATERIALS AVAILABLE



Posters, Rack Cards (& Holders), Trading Cards, Bike MS Banner

Need Materials? nationalMSSociety.org/PromoMaterialsCTS

(allow at least 1 week for delivery. If your request is urgent – contact Bike MS directly)

PROMO TIPS & REMINDERS:

- > **DO** have fun and share your passion and spirit for the Ride!
- > **DO** carry materials with you at all times: in your car, on training rides, etc. And ensure you have plenty at all times!
- > **DO** wear something MS related: a shirt, hat, jersey, etc.
- > **DO** place materials in high traffic areas and locations with potential – such as bike shops (ask us about adopting a bike shop!), gyms, at spin class, athletic stores, at the counter of your favorite restaurant, clothing stores, grocery store, hair dresser, and anywhere else that you visit in your community.
- > **DO** recruit for your team (if applicable): add a sticker to your promotional pieces that includes your team information
- > **DO** provide a discount code if you have one. Let the person know the current registration price, and the deal they are receiving. Trading Cards & Hang Tags (City to Shore only) both have a code/\$ off. Or include a sticker with your team or planning team discount code (if applicable).
- > **DO** promote in your local community, by attending events such as a farmers’ market, community day or flea market. Prior to the event reach out to the organizer to get a complimentary table. Even if you don’t get a table, you can still leaflet and chat with those in attendance.
- > **DO** promote at endurance type events in your area. See opportunities and details below and
- > If attending an event, **DON’T** impede on start/finish or festivities of the event. **DO** leaflet cars or hand out materials to those leaving an event, and/or if you are also participating, talk about the Ride to fellow participants during the event. **DO** be respectful.
- > **DO** download promo material images from the Materials Request Form (or scan materials) and email to your contacts.
- > **DO** make your promotional efforts official by joining the Bike MS Promotions Team at bikemspromo.org, and receive a Bike MS Promotions Team tech t-shirt.
- > **DO** keep Bike MS updated on where you are leaving materials, how your events went, plus inform of us any upcoming events in your area by completing the appropriate form on the Promotions Website at bikeMSPromo.org.
- > **DO** Plus share *your* promotion tips with us!

PROMOTE @ EVENTS – THE EVENTS CALENDAR WHY & HOW

WHY: The ‘events calendar’ is a collective list of identified events, Bike MS and non-Bike MS, throughout the season that offer opportunities to promote City to Shore & Bike to the Bay. *The goal is to have representation at all events listed.*

HOW: Equipped with promotional materials, and wearing City to Shore or Bike to the Bay gear, cyclists and volunteers attend local events and pass out information and talk about the Ride. Reference the ‘Events Calendar’ at bikemspromo.org to see what upcoming events are scheduled in your area + sign up!

If you are already attending or participating in one of these upcoming events, you can leaflet and promote!

WHEN PROMOTING AT EVENTS:

>>NON BIKE MS EVENTS:

1. Ensure you have enough promo material
2. Attend and promote, promote, promote
3. Check out the Promo Tips & Reminder section above for best practices
4. Let us know how it went

>>BIKE MS EVENTS:

This typically entails Bike MS hosting a table or a reserved space at an event. You will be contacted directly regarding materials, and all specific information and details