

ADDITIONAL PROMO OPPORTUNITIES: Promoting Bike to the Bay can happen anywhere!

- Carry materials with you at all times: in your car, on training rides, etc.
- Attend Farmers' Markets, Community Days, Flea Markets. 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.

EVENTS CALENDAR - WHAT, WHY & HOW:

WHAT: The 'events calendar' is a list of events, Bike MS and non-Bike MS, throughout the season that offer opportunities to promote Bike to the Bay

WHY: Bike to the Bay growth and success is based on a grass roots effort. Promote Bike MS: Bike to the Bay in an effort to recruit cyclists and increase participation. The goal is that all events on the calendar are attended

HOW: Equipped with Bike to the Bay promotional materials, and wearing Bike to the Bay gear, cyclists and volunteers attend local events and pass out information and talk about the ride.

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

ATTENDING EVENTS:

>>NON BIKE MS EVENTS:

So you signed up to promote at an upcoming non-Bike MS event, now what?

- Ensure you have enough promo material. If needed, request materials are sent to you (see info below)
- Check out the Promo Tips & Reminder section below for best practices
- Attend the event and promote Bike to the Bay! Hand out materials or leaflet the parking lot by placing materials on the windshields of parked cars

>>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

PROMO TIPS & REMINDERS:

- > **DO** wear something MS related: a shirt, hat, or jersey
- > **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 have a code/\$ off.
- > **DO** copy promo material images from the Materials Request Form (or scan materials) and email to your contacts
- > **DO** be respectful of the event you are attending. **DO** leaflet cars or hand out materials to those leaving an event or talk about the ride to fellow participants during the event if you are also participating. **DON'T** impede on start/finish or festivities of the event.
- > **DO** have fun and share your passion and spirit for the Ride!

PROMO MATERIALS AVAILABLE:



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

REPORTING BACK & UPDATING BIKE MS:

Keep Bike MS updated on where you are leaving materials and how your events went. Plus share *your* promotion tips with us! Email sarah.wait@nmss.org.

Need Materials? Complete the Materials Request Form on the Bike to the Bay Get Social page @ MScycling.org
(allow at least 1 week for delivery. If your request is urgent – less than 5 days – contact Bike MS directly 215.271.1500)