



CREATING A BIKE EVENT

Photo credit: Jared Weiss

WHERE TO START WITH CREATING A BIKE EVENT:

- **Determine your event budget** (See sample spreadsheet at end of document)
 - Consider if there's a need for an event registration fee.
 - Identify permit fees or trail pass fees and associated expenses.
 - Determine liability insurance need, cost, and volunteer waivers. For example, see the League of American Bicyclists information page (bikeleague.org/content/insurance-clubs-and-organizations) and WI Bike Federation sample waiver (at end of document).
 - Find community and corporate sponsors to help support/promote the event, including Joint Effort Marketing (JEM) Grants from Wisconsin Tourism. (industry.travelwisconsin.com/grants/joint-effort-marketing-jem-grant-program)
 - Itemize potential expenses for printing, mailings, equipment, entertainment, etc.
- **Identify your team**
Who will do the work? Organizer. Promoter. Boots on the ground. Volunteers for event day.
- **Find your audience**
- **Identify the location and routes, and develop event logistics**
 - Map the route and all details along the way.
 - Acquire state and local permission and permits as needed.
 - If using state or county trails, contact your local land manager (possible with the [DNR](#)).
 - After selecting the route, pre-ride the route
 - Consider route distances and conditions.
 - Identify the start and end point.
 - Plan for signage along the route.
 - Plan for and identify locations for safety and first aid stops, rest stops, repair stops.
 - Plan for and identify locations for food and beverage stops.
 - Utilize map resources at wisconsin.gov/Pages/travel/bike/bike-maps
 - If you need traffic control, contact your local law enforcement.
- **Keep your bikers safe**
Share resources with your riders to promote safety.
 - **DOT Rules of the Road**
wisconsin.gov/Pages/safety/education/bike/roadrules.aspx
 - **DNR Trail etiquette**
dnr.wi.gov/files/PDF/pubs/pr/PR0472.pdf

■ **Do I have an emergency action plan?**

How will I handle severe weather? How will I handle other types of emergencies?

■ **Value and impact**

A one-page summary about your event is a great tool to put into the hands of potential sponsors, partners, the media, and other organizations that can assist with support and publicity. **Sources for economic impact:**

- | | | |
|---|--|---|
| • Wisconsin Bike Federation
wisconsinbikefed.org | • Wisconsin Department of Tourism
industry.travelwisconsin.com | • International Mountain Bike Assoc.
imba.com |
| • Active Communities Alliance
wiactivecommunities.org | • healthTIDE
healthTIDE.org | • Outdoor Industry of America
outdoorfoundation.org |
| • Wisconsin DNR
dnr.wi.gov | • The Path Less Pedaled
pathlesspedaled.com | • Wisconsin DOT
wisconsin-dot.gov |

■ **Community engagement**

- Get the community involved—recruit volunteers.
- Keep the community informed of the event throughout the planning process.
- No surprises!

HOW TO PROMOTE YOUR BIKE EVENT:

■ **Social Media**

- Publicize your event on your social media pages. What social media source(s) do(es) your target demographic use/follow?
- “Like” other bike club and event pages. Create partnerships (it's always good to have friends).
- Maintain an email list
- Create an e-newsletter
- Co-op on **TravelWisconsin.com** Facebook page ([industry.travelwisconsin.com](https://www.facebook.com/industry.travelwisconsin))

■ **Post with listing calendars/services/publications**

List your event on **TravelWisconsin.com** and other sites:

- **Wisconsin Bike Federation**
[wisconsinbikefed.org/events](https://www.wisconsinbikefed.org/events)
 - Event listing in their annual ride guide
 - Paid advertising opportunities in their quarterly magazine
- **Silent Sports**
[silentsports.net](https://www.silentsports.net)
- **Midwest Events**
[midwestevents.com](https://www.midwestevents.com)
- **Chicago Athlete**
[mychicagoathlete.com](https://www.mychicagoathlete.com)
- Other paid/free ‘targeted’ listing services

■ **Partner with your ‘venue’ marketing organization**

- Team up with the Chamber of Commerce, Community Visitors Bureau, and County Tourism to advertise your event through their programs. (industry.travelwisconsin.com/partners)
 - Email blast through the Department of Tourism’s ad mail program. Reach over 40K subscribers for \$250 per month.
industry.travelwisconsin.com
 - Place your brochure in the Wisconsin Welcome Centers.
industry.travelwisconsin.com

HOW TO PROMOTE YOUR BIKE EVENT (CONT.):

■ **Create media buzz! Pitch your “story” to the media for free press coverage**

- Contact your Regional Tourism Specialist for a copy of the Department of Tourism’s media contact list.
industry.travel.wisconsin.com/industry-outreach
- Create press releases or a media kit for your event. Incorporate with a comprehensive promotional campaign.

■ **Partner with local bike shops**

- | | | |
|---|--|---|
| • Wisconsin bike shops
wisconsinbikefed.org | • Illinois bike shops
rideillinois.org | • Minnesota bike shops
pedalmn.com |
| • Iowa bike shops
bikeiowa.com/BikeShops | • Best bike shops in the US
nbda.com | |

■ **Share your info with bike clubs**

Promote your event to local, statewide, and regional bike clubs.

- | | | |
|--|--|--|
| • Wisconsin
wisconsinbikefed.org | • Illinois
rideillinois.org | • Minnesota
pedalmn.com |
| • Iowa
bikeiowa.com | • International Mountain Bike Association
imba.com | |
| • Wisconsin Off Road Series
wors.org | | |

■ **Participate in bike expos, summits, and conferences**

- | | |
|---|--|
| • Wheel and Sprocket Bike Expo
bikeexposale.com | • Madison Bike O’Rama
bikeorama.com/bikeorama |
| • National Bike Tourism Conference
bicycletournetwork.org | • IMBA - Midwest Summit
imba.com |

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2010 Sample Budget

Event Budget - 2010 Sample Budget: EXPENSES

FEES	Estimated	Actual
Insurance	\$5,000.00	\$2,000.00
Permit Fees	\$2,600.00	\$2,700.00
USAC Adult Sanctioning	\$125.00	\$125.00
USAC Youth Sanctioning	\$0.00	\$0.00
USAC Officials	\$0.00	\$0.00
Total	\$7,725.00	\$4,825.00

SITE	Estimated	Actual
Traffic Control	\$1,000.00	\$200.00
Parking Staff	\$500.00	\$500.00
Medical/EMT	\$1,000.00	\$0.00
Portable Toilets	\$600.00	\$500.00
Trash/Recycling Disposal	\$1,000.00	\$0.00
Total	\$4,100.00	\$1,200.00

MARKETING	Estimated	Actual
Email Service	\$1,000.00	\$750.00
Flyers/Brochures	\$200.00	\$200.00
Signage/Banners	\$5,000.00	\$3,500.00
Total	\$6,200.00	\$4,450.00

MISC	Estimated	Actual
Awards	\$150.00	\$150.00
Volunteers	\$1,000.00	\$1,000.00
Race Info/Reporting	\$200.00	\$200.00
Vehicle/Transportation	\$250.00	\$250.00
Total	\$1,600.00	\$1,550.00

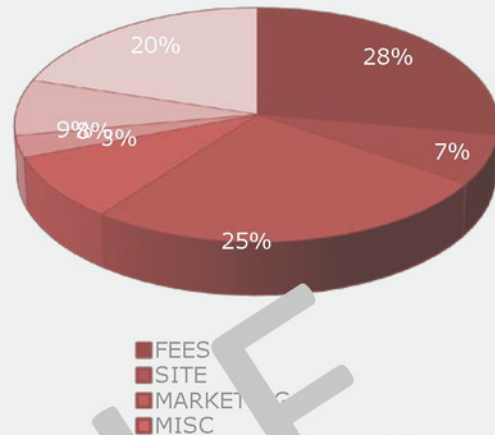
FOOD	Estimated	Actual
Liquids/Ice	\$500.00	\$400.00
Fruit	\$50.00	\$50.00
Bagels/Bread	\$100.00	\$70.00
Nutrition	\$0.00	\$0.00
Total	\$650.00	\$520.00

EQUIPMENT/SOUND	Estimated	Actual
Sound System	\$250.00	\$250.00
Course Equipment	\$1,000.00	\$700.00
Communication	\$400.00	\$400.00
Audio Staff Hotel		
Other		
Total	\$1,650.00	\$1,350.00

TIMING	Estimated	Actual
Timing Accessories	\$500.00	\$500.00
Services/Chips	\$3,000.00	\$3,000.00
Total	\$3,500.00	\$3,500.00

Total Expenses	Estimated	Actual
	\$25,575.00	\$17,395.00

Actual Cost Breakdown



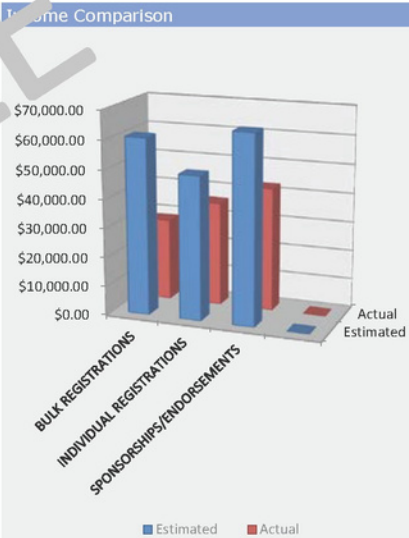
Estimated vs. Actual



2010 Sample Budget

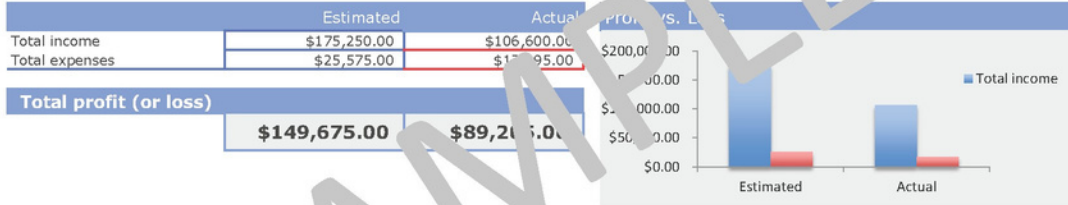
Event Budget - 2010 Sample Budget: INCOME

BULK REGISTRATIONS			Estimated	Actual
Estimated	Actual			
500	220	Advance @ \$40.00	\$20,000.00	\$8,800.00
150	60	Series @ \$175.00	\$26,250.00	\$10,500.00
200	40	Special Adv @ \$35.00	\$7,000.00	\$1,400.00
50	50	Special Series @ \$150.00	\$7,500.00	\$7,500.00
			\$60,750.00	\$28,200.00
INDIVIDUAL REGISTRATIONS			Estimated	Actual
Estimated	Actual			
200	140	Advance @ \$24.50	\$4,900.00	\$4,900.00
1000	750	Advance 2 @ \$40.00	\$40,000.00	\$30,000.00
50	20	Day-of @ \$50.00	\$2,500.00	\$1,000.00
			\$47,400.00	\$35,900.00
SPONSORSHIPS/ENDORSEMENTS			Estimated	Actual
Estimated	Actual			
1	1	Title @ \$25,000.00	\$25,000.00	\$25,000.00
2	2	LE/FL 3 @ \$10,000.00	\$20,000.00	\$10,000.00
2	2	LE 2 @ \$5,000.00	\$10,000.00	\$10,000.00
4	3	LE 1 @ \$2,500.00	\$10,000.00	\$7,500.00
			\$65,000.00	\$42,500.00
			Estimated	Actual
Estimated	Actual			
			\$0.00	\$0.00
			\$0.00	\$0.00
			\$0.00	\$0.00
			\$0.00	\$0.00
Total Income			Estimated	Actual
			\$175,250.00	\$106,600.00



2010 Sample Budget

Event Budget for *Event Name* : PROFIT/LOSS SUMMARY



SANTA CYCLE RAMPAGE RIDE WAIVER

WARNING: READ CAREFULLY. THIS AGREEMENT INCLUDES A RELEASE OF LIABILITY AND WAIVER OF LEGAL RIGHTS AND DEPRIVES YOU OF THE RIGHT TO SUE THE WISCONSIN BIKE FED (BICYCLE FEDERATION OF WISCONSIN EDUCATIONAL FOUNDATION, LLC.), ANY OF ITS STAFF OR BOARD MEMBERS OR SPONSORS AND/OR OTHER PARTIES AFFILIATED WITH THE SANTA CYCLE RAMPAGE. DO NOT SIGN THIS AGREEMENT UNLESS YOU HAVE READ IT IN ITS ENTIRETY. SEEK THE ADVICE OF LEGAL COUNSEL IF YOU ARE UNSURE OF ITS EFFECT. 2017 WAIVER AND RELEASE OF LIABILITY, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT IN CONSIDERATION OF THE DIRECTORS/STAFF/SPONSORS OF WISCONSIN BIKE FED (BICYCLE FEDERATION OF WISCONSIN EDUCATIONAL FOUNDATION, LLC.) allowing me to participate in the SANTA CYCLE RMPAGE event. I, for myself, and on behalf of my spouse, children, parents, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns, hereby agree to and make the following contractual representations pursuant to this Waiver and Release of Liability, Assumption of Risk and Indemnity Agreement (the Agreement); 1. I hereby represent that (i) I am in good health and in proper physical condition to participate in the Event; and (ii) I am not under the influence of alcohol or any illicit or prescription drugs which would in any way impair my ability to safely participate in the Event. I agree that it is my sole responsibility to determine whether I am sufficiently fit and healthy enough to participate in the Event. 2. I understand and acknowledge the physical and mental rigors associated with cycling, the requirement that I follow all rules of the road, and realize that bicycling and other portions of such Events include inherent risk. I understand that participation involves risks and dangers which include, without limitation, the potential for serious bodily injury, permanent disability, paralysis and death; loss or damage to property; exposure to extreme conditions and circumstances; accidents, illness, contact or collision with other participants, spectators, vehicles or other natural or manmade objects; dangers arising from adverse weather conditions; imperfect course conditions; water, road and surface hazards; equipment failure; inadequate safety measures; participants of varying skill levels; situations beyond the immediate control of the Event organizers; and other undefined harm or damage which may not be readily foreseeable, and other presently unknown risks and dangers (Risks). I understand that these Risks may be caused in whole or in part by my own actions or inactions, the actions or inactions of others participating in the Event, or the acts, inaction or negligence of the Released Parties defined below, and I hereby expressly assume all such Risks and responsibility for any damages, liabilities, losses or expenses which I incur as a result of my participation in the Event. 3. I hereby release, Waive and Covenant Not to Sue, and further agree to Indemnify, Defend and Hold Harmless the following parties: Event Organizers and Promoters, Race Directors, Sponsors, Advertisers, Host Cities, Local Organizing Committees, Venues and Property Owners upon which the Event takes place, Law Enforcement Agencies and other Public Entities providing support for the Event, and each of their respective parent, subsidiary and affiliated companies, officers, directors, partners, shareholders, members, agents, employees and volunteers (individually and Collectively, the Released Parties or Event Organizers), with respect to any liability, claim(s), demand(s), cause(s) of action, damage(s), loss or expense (including court costs and reasonable attorneys fees) of any kind or nature (tort liability) which may arise out of, result from, or relate to my participation in the Event, including claims for Liability caused in whole or in part by the negligence of the Released Parties. I further agree that if, despite this Agreement, I, or anyone on my behalf, makes a claim for Liability against any of the Released Parties, I will indemnify, defend and hold harmless each of the Released Parties from any such Liability which any may be incurred as the result of such claim. I hereby warrant that I have read this Agreement carefully, understand its terms and conditions, acknowledge that I will be giving up substantial legal rights by signing it (including the rights of the minor, my spouse, children, parents, guardians, heirs and next of kin, and any legal and personal representatives, executors, administrators, successors and assigns), acknowledge that I have signed this Agreement freely and voluntarily, without any inducement, assurance or guarantee, and intend for my signature to serve as confirmation of my complete and unconditional acceptance of the terms, conditions and provisions of this Agreement. This Agreement represents the complete understanding between the parties regarding these issues and no oral representations, statements or inducements have been made apart from this Agreement. If any provision of this Agreement is held to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this Agreement and shall not affect the validity and enforceability of any remaining provisions.

Address: _____

Name(print) _____ Date _____

Signature _____ Birth Date: _____, Age: _____

Emergency Contact Name: _____ Phone: _____