

bike

MS[®]

Bike MS: Bike to Bordeaux

September 28, 2013

Linganore Winecellars

Bike Shop Promotional Partnership Opportunities

Join us for the Bike MS Ride!

My bike shop will be involved by:

- Providing route support at the event, which includes performing bike checks (store may charge for parts only; no labor fees), helping riders with flat tires and providing mechanical support and advice on the weekend of the ride. The Society will provide your staff with all their meals.

The National MS Society will recognize this support by:

- Including your shop's logo on our event website as well as a hyperlink.
- Including your shop's logo on our event and volunteer t-shirts.
- Including your shop's logo on our Bike brochures.
- Providing the opportunity for you to distribute coupons, flyers or other promotional materials directly to participants at the event and in their rider packets.
- Including your shop's logo in our pre-event mailer, sent to all participants.
- Advertising any training rides, store sales or pre-event bike checks/lectures at your store to all participants.

My bike shop will be involved by: (select 4 or more opportunities below to receive recognition)

- Prominently displaying rack cards and posters.
- Allowing the National MS Society to set up a table and recruit customers during "Bike MS Day."
- Leading at least two training rides from my shop.
- Providing pre-event lectures on nutrition, safety or other relevant topics at my shop.
- Performing pre-event bike safety checks for free (additional needed parts to be paid for by the event participant).
- Selling gift certificates to the National MS Society at a reduced rate (20% off face value).
- Link on shop website to our Bike event website.
- Providing pre-event coupons to be used for equipment or accessories.

The National MS Society will recognize this support by:

- Listing your shop name in our pre-event mailer and providing a hyperlink on our event website.
- Advertising any training rides, store sales or pre-event bike checks/lectures at your store to all participants.
- When applicable, listing your bike shop as a location where our top fundraising cyclists can redeem gift certificates earned as a prize for their fundraising efforts.
- Providing the opportunity for you to distribute coupons to all participants.

Print Deadline:

- Shop name/logo included on Bike brochures: 4/1/13

I want to be a part of Bike MS: Bike to Bordeaux!

Fax form to 443-641-1201 Attn: Liz Johnson

Shop Name: _____ Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email Address: _____

Bike Shop Web Address: _____

Please contact Liz Johnson at 443-641-1225 or elizabeth.johnson@nmss.org with any questions.