

Money Smart “Bike BASH” Template for 2016

Audience: Anyone who wants to participate in a cycling event for Money Smart Week

What: Group cycling along a predetermined route and a chance to play DASH for the STASH

When: During Money Smart Week (MSW), April 23-30, 2016

Where: An already established trail in your area (Goal: try not to cross streets/highways)

How It Works:

With the help of the local bike club, MSW hosts plan a Bike BASH event, get the route, promote to cyclists, and staff the registration table. Hosts should have a check-in station and/or refreshment station on ride day, but you can also have a “packet pickup” prior to event day. Local prizes are an option, and MSW plans to also offer planning teams about \$200 prize money for gift cards. MSW will offer financial information via the DASH for the STASH contest and up to 100 t-shirts per planning team/ride event.

Hosts might want to have refreshments - a “bag your own trail mix” or fruit, granola bars or water. Hosts can try to get “Ben Franklin” to ride along.

We suggest three route loops (2-3 miles, 15 miles, 30 miles) to attract both families and avid cyclists. All routes would begin/end at same registration point.

Cyclists register via local Bike Club website or MSW host can set up an EventBrite site similar to the Des Moines site. This MSW ride is free but registration is required for two reasons – cyclists must sign the waiver and request a t-shirt size.

MSW duties:

A MSW partner should work with the local cycle club to:

- Ensure event is planned to meet MSW guidelines
- Enter event specifics on the Fed website calendar
- Provide partner help for the event, if needed
- Coordinate with MSW Des Moines team (they did the ride in 2015)
- Provide Money Smart Week promotional materials to cycle club contact
- Coordinate t-shirt order (shirts provided by statewide sponsor)

Cycle Club Contact:

The local club should designate a coordinator, who will:

- Work with the MSW partner to plan the event
- Promote the event to bikers in the area
- Recommend a workable date/time
- Structure the event according to club rules (route map, registration)
- Include event on biker websites and calendars

Local Questions:

- Must you reserve appropriate route/park shelter and is there a fee to reserve?
- Be sure participants have signed off on the insurance waiver (at registration)
- Are any safety officers required by your police dept.?
- What if the weather is bad? Do you have an alternate date or way to notify riders?