



## 2016 Ride & Event Support Partner Agreement

Bike Newport's Ride & Event Partner Program provides a great opportunity for local events to reach more potential riders, and increase their revenue, while supporting Bike Newport's ongoing efforts to make bicycling safer and to encourage more people to ride bicycles.

### What Bike Newport Does for Your Ride:

- **Email Promotion:** We will include advertisements for your ride or event in two (2) *What's Spinning* email newsletters. Please provide a graphic in .jpeg format, a registration link, and no more than 100 words of accompanying text. You may express a preference for which weeks/months your notices will run. *What's Spinning* reaches 1,300+ subscribers.
- **Blog Post and Social Media:** We will announce our partnership with your ride in a blog post on our homepage, which is automatically cross-posted to Facebook and Twitter – each with 1,900+ followers.
- **Calendar Listing:** We will list your ride on our online calendar, which appears on our homepage and [Events Calendar](#) page. Calendar listings include date, time, location, description, and a link for information or registration.
- **Optional Ride Support:** We can provide both pre-ride planning and day-of services. For a flat rate of \$50, we can review your planned route to make safety and suitability recommendations.
- **Optional Ride Marshals:** On the day of the ride, we can provide cycling marshals at \$25/marshal. Ride marshals will wear "Ride Support" T-shirts and carry cell phones, water, basic bike tools and flat repair kits. They will ride the course and be available in case of flat tires or other technical needs, emergency response, and information. Ride marshals will be waived of registration fees.
- **Discounts on Bike Newport Rides and Classes:** Your riders may sign up for the Annual Elliot Kaminitz Father's Day Ride at the Bike Newport member rate (15% off). Registration is available at [fathersdayride.org](http://fathersdayride.org).



- **Smart Cycling Classes:** Bicycling skills classes taught by Bike Newport's League Certified Instructors (LCI's) help bicyclists ride more safely and confidently in traffic– an important concern for many charity riders. Classes are free of charge to residents of Aquidneck Island. Please guarantee minimum of eight participants before scheduling your class.
- **Discount on Bike Newport Membership:** Your riders may [join Bike Newport](#) for \$5 off the regular membership rate.

### **How Your Ride Will Help Bike Newport:**

- **Donate \$1 Per Rider to Bike Newport:** You agree to donate \$1 per rider to support Bike Newport's efforts to make cycling safer for everyone. The minimum donation is \$150.
- **Information Distribution:** To help spread awareness about safe cycling in Newport, you agree to include a "Rules of the Road" flyer and Newport Bicycle Map in your rider packets. Bike Newport will provide the flyer and map at no cost.
- **Website Link:** You agree to link to Bike Newport at [www.bikenewportri.org](http://www.bikenewportri.org) from your website. We can provide a suitable Bike Newport logo for your use.



The undersigned hereby agree to participate in the Bike Newport Ride and Event Partner Program as set forth above.

Name of Charity Ride:

Number of participants last year (or estimate if first year): \_\_\_\_\_

**Charity Ride:**

**Bike Newport:**

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By: Authorized Signatory

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By: Authorized Signatory

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