

GOBYBIKE WEEK

INFORMATION PACKAGE
FOR NEW COMMUNITIES



GoByBikeBC

BIKE IT. YOU'LL LOVE IT.

THE IMPACT YOU COULD MAKE WITH GOBYBIKE WEEK BC

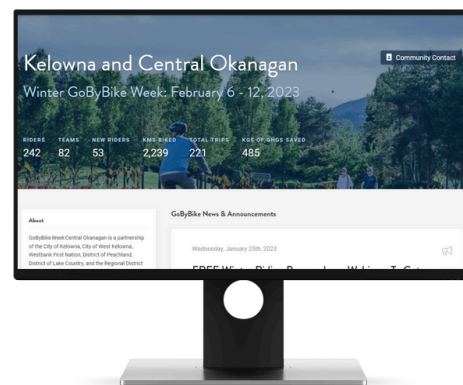
IN 2024, GOBYBIKE BC SOCIETY SAVED 539,682 KILOGRAMS OF GREENHOUSE GASES THROUGH DELIVERING THE WINTER, SPRING, AND FALL GOBYBIKE WEEKS. THAT IS AN EQUIVALENT OF 126 GASOLINE POWERED PASSENGER VEHICLES*!

Congratulations on considering running a GoByBike Week event in your community!

GoByBike BC is excited to provide you with centralized resources and support. Below outlines some of the ways we can help you to hold a successful event:

- We will provide you and your volunteers with training, resources, and ideas on how to put together a successful GoByBike Week.
- We create and supply you with your own GoByBike community event logo to use on all of your promotional information.
- We will set up your community section of the website www.gobybikebc.ca. For example, if you go to the website and click the top orange button that says “Choose Location” we can add your community to this list
 - We can give you access to your community portion of the website so that you can post all of your event information, as well as have access to all of the contact information of those who register under your event (this is excellent information for you to use for an email campaign, prize draws, etc.). You can also showcase sponsor logos on your website, event schedules and promote prize incentives.
 - Your community participants will log their kilometers cycled during the week on the provided website, which will allow you to collect valuable community data: total cyclists in your community, total new cyclists that you motivated to try it, total km cycled, and allows you to calculate Greenhouse Gases saved from being emitted into the atmosphere.
 - We can provide training on all website and registration elements of the provided software. You will also have access to a Community Coordinator Facebook Group where you can network with other BC Community Coordinators.

*US Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator,
<https://www.epa.gov/energy/greenhousegas-equivalencies-calculator#results>



- Registered participants in your community will be eligible for our Provincial Grand Prize Draw. For the last 6 years this prize has been Cycling Adventure Trip for 2 people (included accommodations, tour guides, luggage drivers, etc.).
- We can provide you with Poster & Social Media templates that you can customize with your sponsor logos, your website link, your event logo, and even a photo of a community member on-bike, in-helmet.
- We recommend that you and your volunteers deliver posters to worksites and schools 2-3 weeks prior to GoByBike Week and encourage them to hang them in their lunchrooms, and around their offices/buildings. Explain your prize incentives and where/how to register to be eligible to win.
- We recommend that you network with your local media, health authorities, school districts, and other large organizations to see if they can post several posters internally and promote GBBW heavily internally and externally to their stakeholders.

GOBYBIKEWEEKS
SEP 23 – OCT 6, 2024

GoByBikeBC
BIKE IT. YOU'LL LOVE IT.

SHIFT YOUR MODE E-BIKE GIVEAWAY
Shift your Mode during GoByBike Week and you can win a new e-bike.

- 1 CHOOSE**
Choose to GoByBike instead of by motor vehicle.
- 2 LOG**
Log your bike rides on LogMyRide and select Mode Shift to report your transportation rides.
- 3 WIN**
The more Mode Shift rides you log, the more you are entered for a chance to win an e-bike!

Check our website to find GoByBike BC events in your area.

FREE REGISTRATION
GOBYBIKEBC.CA

Register and enter to win one of many great prizes including an Exodus Adventure Travels cycling trip in Portugal!

Sponsors: 30 Years GoByBike Week, DEVINCI, BC Hydro, BRITISH COLUMBIA, GLACIER MEDIA DIGITAL, ONTARIO, SQUIRE, Black Press Media, exodus, ICBC, PEDEGO.

WINTER GoByBike Week
February 8th to 14th, 2025

**Register Now for Free,
Log Your Rides &
WIN Great Prizes!**

BRITISH COLUMBIA
Supported by the Province of British Columbia

GoByBikeBC
BIKE IT. YOU'LL LOVE IT.

GOBYBIKEWEEK for SCHOOLS

PARTICIPATION TRACKER

TEAM NAME: _____

NAME OF PARTICIPANT	DISTANCE (KM) EACH DAY							TOTAL KM'S	MODE SHIFT?
	MAY 31	JUNE 1	JUNE 2	JUNE 3	JUNE 4	JUNE 5	JUNE 6		
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02									
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17									
18									
19									
20									
DAILY TOTALS									
TOTAL OF KILOMETERS									

Logos: GoByBikeBC, BRITISH COLUMBIA, FREE REGISTRATION GOBYBIKEBC.CA

“THE KID TRACKER SHEETS WERE AWESOME! THOSE SHEETS MOTIVATED ALL FOUR OF MY KIDS TO RIDE TO SCHOOL EVERYDAY – EVEN THE LITTLE ONE WHO DOESN'T GO TO SCHOOL!”

- CARLEY G., TOFINO

“IT WAS MY PLEASURE TO BE THE CONTRACTED CO-ORDINATOR FOR GOBYBIKE WEEK FOR PRINCE GEORGE, ENSURING AN EFFECTIVE EVENT HAS TAKEN WELL OVER 100 HOURS OF TIME AND THE GRANTS OBTAINED BY THE PRINCE GEORGE CYCLING CLUB ENABLED THEM TO FACILITATE 7 SUCCESSFUL GBBW EVENTS THROUGH THE WEEK. WITHOUT THE FUNDS AN EVENT AS ENCOMPASSING AS THIS JUST WOULD NOT BE POSSIBLE, THERE WOULD BE LITTLE OR NO COMMUNITY INVOLVEMENT AND A GREAT OPPORTUNITY TO RAISE AWARENESS WOULD BE LOST. CONTINUED GRANT SUPPORT FROM GBB BC AND OTHER COMMUNITY SUPPORT IS KEY TO INCREASING THIS EVENT’S IMPACT INTO THE FUTURE.”

- NEIL HODGSON, GBBW COORDINATOR, PRINCE GEORGE



- We can provide you with an advertisement template that you can give to your local newspapers
 - We recommend you ask your local newspapers (noncompeting) for sponsored ads in return for logo placement on the posters and ads, etc.
 - Some communities run 4 Week Countdown ads “4 Weeks to Go! Register Now for Chance to Win Prizes!”

- We provide you with a t-shirt template, if you choose to do event shirts.
 - Many communities sell these t-shirts at pre-events (helps with funding the event).
 - The more people you have sporting the event t-shirt the stronger message you send! See a sample shirt below.



HOW TO ENTER



- We can provide you with 3rd party liability insurance to cover all of your event coordinators and volunteers. For this, we need the number of expected participants and the names of the municipalities, school districts and any other location to be covered under the policy.
- We can provide you with a sponsorship proposal template for you to use when seeking sponsors for funds, prizes, media, etc.
 - Are there funding sources such as local grants that you can tap into?
 - When looking for sponsors, you want to look for partnership opportunities that will benefit both parties.
 - Look for workplaces that have a good base of cyclists already, this may be a good sponsorship opportunity.
 - Don't forget to focus on the value of employee fitness/ workplace wellness (decreased absenteeism and increased productivity).
 - Is there a transit company that can sponsor transit ads in your community?
- We can provide you with a press release template and some sample press release topics that you can use to get some newspaper press.
 - We recommend sending out a release once per week 6 weeks prior to the event. The media likes information that profiles someone's healthy living or money savings due to cycling, or something extraordinary, etc.
 - It's always great to quote dignitaries' support testimonials in press releases. It's really important to cultivate media partners.
- Types of events communities to hold to add to the fun atmosphere:
 - Celebration stations – fun places for people who are riding their bikes can stop and mingle with other cyclists, sponsors, partners, bike shops, etc. If you can organize to have coffee and snacks then this adds to the celebration. Some communities give away Bike Sense manuals, have local police available to talk about safety, or give away other safety gear or prizes.

BIKE+BUS

BIKE PART-WAY, BUS THE REST.

E-BIKE GIVEAWAY

Shift your Mode during GoByBike Week and you could win a new e-bike.









GOBYBIKEWEEK

MAY 29-JUNE 4, 2023

FREE REGISTRATION: GOBYBIKEBC.CA



- Breakfast served at morning celebration station. Schools set up stations and provide kids who bike to school with fun morning snacks, or pancake breakfasts. Schools can get prize donations and every student who bikes to school can enter the prize draw at the station.
- Bike shops may want to offer free bike mechanics or bike safety checks at celebration stations.
- Extra chances to win prizes at celebration stations.
- Commuter Challenge (Bike – Car Race), this attracts a lot of media and typically when it's done within 10 kilometres the bike will win!
- In the weeks leading up to GoByBike Week, we recommend that you email your registered team leaders (remember that you have access to their email addresses through the registration system) and offer them tips about how to motivate more co-workers to participate, safe cycling, and the prize incentives. You can use this opportunity to update team leaders about your events as well.
 - GoByBike BC will provide you with sample eNews content that you can send out, or we can send it out for you on your behalf.
- Remember that your team leaders become essential to the program. Many of them are already committed cyclists and they act like role models or coaches. We like to give them ideas to make their jobs easier. Think of team leaders as your sales force! You may want to offer incentive prizes for the team leader that builds the biggest team or reaches a certain goal.
- The GoByBike Week program has worked so well over the years because it focuses on fun rather than social obligation. Associating cycling with fun inspires people to try it, while associating it with guilt is a recipe for failure.
- Look for opportunities to partner with other cycling groups and increase your volunteer base to help promote the event.



CONTACT

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“THE FINANCIAL SUPPORT WE RECEIVED FROM THE GOBYBIKE BC SOCIETY WAS USED TOWARDS HIRING OUR FIRST FALL GOBYBIKE WEEK ASSISTANT COORDINATOR FOR THE FALL GOBYBIKE WEEKS CAMPAIGN. THIS ENABLED THE CITY TO DEDICATE TIME AND RESOURCES TOWARD THE EVENT, LEADING TO AN INCREASE IN REGISTRANTS AND KILOMETRES TRAVELLED IN THE 2022 FALL CAMPAIGN COMPARED TO PREVIOUS YEARS. THE SUPPORT FROM THE GOBYBIKE BC SOCIETY SUPPORTS GOALS IN THE CITY’S MASTER TRANSPORTATION PLAN AND CLIMATE ACTION PLAN TO INCREASE AWARENESS OF THE BENEFITS OF ACTIVE TRANSPORTATION, BUILD POSITIVE ATTITUDES ABOUT ACTIVE TRANSPORTATION, AND TO MAKE ACTIVE TRANSPORTATION THE FIRST CHOICE TO MOVE AROUND VERNON.”

- ELLEN CROY, MANAGER, TRANSPORTATION,
CITY OF VERNON