



Are you an event coordinator or bicycle, running, walking, or triathlon club official? Consider making your ride or event a Missouri Advocacy Event.

Advocacy Events are a tradition in many other states. MoBikeFed is now bringing this tradition to Missouri. If you are thinking of ways to support Missouri advocacy, this is a natural way to support advocacy in an amount proportional to your budget and resources.

Leading events in Missouri are already participating in this program--including the MS Bike Ride (Kansas City Ride), Tour de Vine, Tour of the Ozarks, the Meramec Wine Country Bike Ride, BikeMO, and others.

This event would like to support the Missouri Bicycle Federation by becoming a Missouri Advocacy Event.

I understand the MoBikeFed will help promote the event as outlined on the attached page. I understand that enrolling in the program early will have far greater benefits. I will send the Advocacy Event Donation of \$1/participant to the Missouri Bicycle Federation within 2 weeks of the event conclusion.

Event Name _____

Business/Organization Name _____

Contact Name _____

Address _____

Phone: _____

Email: _____

Website: _____

Signature: _____

Please email event information, graphic file(s), and/or link to event web site to Director@MoBikeFed.org. This information will be used in our promotion of your event. Within two weeks of your event, send your Advocacy Event Donation of \$1/participant to the address below or pay online at MoBikeFed.org/AdvocacyEvent

Return this form (or simply email the required information) to:

Missouri Bicycle Federation, Inc. PO Box 104871, Jefferson City, MO 65110-4871

Email: director@mobikefed.org Phone: 816-695-6736

Thank you for your support!

MoBikeFed Advocacy Event Program Benefits

Becoming a MoBikeFed Advocacy Event is an extraordinarily cost-effective way to reach tens of thousands of Missouri bicyclists and outdoor enthusiasts to promote your event.



FREE Online Calendar Listing	MoBikeFed Advocacy Event	Impact
No cost	\$1/participant - paid within 2 weeks after event	<i>Cost-effective; scales with your event</i>
Enter your event at MoBikeFed.org/calendar Or email event info to director@mobikefed.org	Enter your event at MoBikeFed.org/calendar and choose "Advocacy Event" Or email event info to director@mobikefed.org	<i>Takes about 5 minutes</i>
Listed on MoBikeFed's event calendar	Prominently displayed and emphasized on MoBikeFed's event calendar	<i>Over 3000 distinct users/month; targeted audience looking to attend Missouri events</i>
Featured on the sidebar on all of MoBikeFed's web pages starting 2-7 days before the event	Featured on the sidebar on all of MoBikeFed's web pages starting 2-7 days before the event	<i>Over 50,000 visitors/month; targeted audience interested in bicycling, health, and fitness in Missouri</i>
	Displayed as a "Featured Event", in rotation with other Advocacy Event, in a prominent spot on all MoBikeFed web pages starting when you enroll your event as an Advocacy Event	<i>Over 50,000 visitors/month and 250,000 pageviews/month</i>
	Priority "Featured Event" listing (displayed far more often than other Advocacy Events) in the week leading up to your event.	<i>Over 12,000 visitors/week and 60,000 pageviews/week</i>
	Event featured in MoBikeFed monthly e-Newsletter	<i>Over 5000 subscribers-- Missouri bicyclists and bicycling supporters</i>
	Event information included as a rider in MoBikeFed's mailings	<i>Over 10,000 direct mail pieces/year to MoBikeFed members and interested bicyclists in Missouri</i>
	Access to MoBikeFed's current Missouri Bicycle Club, Missouri Bicycle Business, and Missouri Press/Media contact lists to help promote your event (email director@mobikefed.org to request a current copy)	<i>166 bicycle, walking, running, and trails clubs & organizations, 134 bicycle businesses, 500+ Missouri media outlets (400+ with email contact)</i>
	Use of MoBikeFed Advocacy Event Logo on event materials and web site	<i>Bicyclists like to support events that support more, better, safer bicycling in Missouri</i>

Questions-comments? Email director@mobikefed.org or call 816-695-6736. More info about MoBikeFed's Advocacy Events program at MoBikeFed.org/AdvocacyEvent