

How to create and run a bicycle event



Welcome to The Gravel Riders. Way back in 2018 before The Dark Times, my friend and I took over a local cycling event that was stuck on #29. We were members of the local cycling club that had sponsored this ride a few times, so it was near and dear to our hearts. I had ridden this event (century) a few times over the years so it was pretty cool to get a chance to present it again as the 30th anniversary.

We ended up getting 110 riders signed up for an 80 miler with 5 main climbs, but the weather was atrocious. I held down the fort in the tent all day while my partner did on-course support. Being in the PNW, the weather sucked. It was just rain squall after rain squall all day. Much love for the hard cores that showed up and got after it. Riders

around here are used to riding in the rain, so it was just another day, but a long day with a lot of climbing and chili! We have some specifics regarding that event at the bottom of this expertly written document.

Organizing a bicycle event can be an exciting and rewarding experience. Whether it's a charity ride, a community race, or a fun family cycling day, the steps to ensure a successful event are similar. This manual will guide you through the essential steps to create and hold a memorable bicycle event.



Step 1: Define the Event Purpose and Goals

Determine the purpose of your event. Is it to raise funds for a cause, promote cycling in your community, or provide a fun and healthy activity for families? Clearly defining your goals will help shape the planning process and attract participants and sponsors.

Step 2: Form a Planning Committee

Assemble a team of dedicated volunteers or staff members to help with the planning and execution of the event. Assign roles and responsibilities, such as logistics, marketing, sponsorship, and participant registration.

Step 3: Choose a Date and Location

Select a date that does not conflict with other major events in your area. Choose a location that is accessible and suitable for cycling. Consider factors such as weather, traffic, safety, parking, and amenities like restrooms and water stations.



Step 4: Plan the Route

Design a route that accommodates the skill level of your target participants. Ensure the route is safe, well-marked, and has rest stops with water and snacks. Obtain necessary permits from local authorities and coordinate with law enforcement for traffic control.



Step 5: Secure Sponsorship and Funding

Identify potential sponsors who align with the goals of your event. Create a sponsorship package detailing the benefits of supporting your event. Funds from sponsors can help cover costs for marketing, logistics, and participant amenities.

Step 6: Promote the Event

Develop a marketing plan to attract participants. Use social media, local media, flyers, and community bulletin boards to spread the word. Create a compelling event website

with registration information, route details, and event updates.

Step 7: Manage Participant Registration

Set up an online registration system to make it easy for participants to sign up. Offer early bird discounts and group rates to encourage registrations. Collect participant information, such as emergency contacts and any special needs.

Step 8: Arrange Logistics

Plan for all necessary logistics, including:

- Route signage and markings
- Safety measures (first aid stations, volunteers, marshals)
- Refreshment stations with water and snacks
- Start and finish line setup
- Portable restrooms
- Waste management

Step 9: Recruit Volunteers

Volunteers are crucial for a successful event. Recruit and train volunteers for various roles, such as route marshals, pre-ride John Henry route markers, registration assistants, and rest stop attendants. Ensure they understand their responsibilities and the event schedule.

Step 10: Execute the Event

On the day of the event, arrive early to set up and ensure everything is in place. Conduct a briefing with your team and volunteers. Monitor the event to address any issues promptly and ensure participant safety and enjoyment.



Step 11: Post-Event Wrap-Up

After the event, thank participants, volunteers, and sponsors. Gather feedback through surveys to learn what went well and what could be improved. Share event highlights and photos on social media and your website. Finally, conduct a debrief with your planning committee to discuss the event and start planning for next year.

Here are a few additional issues that you might consider for your event:

Permitting for park usage, road closures and crossings, beer garden:

DOT, Counties, Cities, Police Departments, Liquor Control Board

Venue Rental:

Park, field, restaurant, gym, some form of basecamp

Marketing:

Newspapers, radio? Depends on budget

Promotion at other events

Printing - flyers/posters/signs

Event registration online platform

Event Insurance:

General liability insurance

Route support:

Marking paint / Dan Henry stencil

Restrooms

Ride food - for on course food stops and for chili feed post ride

Paper maps

Finisher's badges / swag

Festival Grounds (setup for music/performers):

Cooler trailer, stages, fencing, restrooms, festival tents

Thanks for reading, that's about it.



Brought to you by **@TheGravelRiders**, which is brought to you by **Grooveback Unltd**

