

Publicity, Promotion and Advertising

A publicity plan should be set out which starts 3-4 months before the ride, the key components of which are:

1. Event launch (usually at school assembly) with photo opportunity if possible for local press
2. Fliers to all school children and to all local schools within 5 mile radius
3. 2 feature articles eg: with local doctor about health benefits of riding, feature article on ride committee/organising team, what the funds are being raised for; etc.
4. Press releases in the build up – number of riders signed up; promotion of bike clinics and safety checks etc;
5. Safe Cycling workshop for school (can be delivered by local authority Bikeability team)
6. Bike Checks and cycle safety training at school
7. Win a bike (or other) promotions for all pre-registered entrants one week before the ride (to encourage pre-registration sign up)
8. Event information to all past participants by e-mail (if event has been held before)
9. Win a bike prize draw and picture of winner

The media partner is encouraged to print the entry form and to carry the website address in all articles.

Free adverts should be placed wherever possible eg: in village magazines; local facility fliers; school newsletters etc and wherever event listings are published (eg: Families Magazine).

All sponsors are encouraged to advertise the event, either by displaying event posters in store, using pre-paid advertising space to promote the event (eg: estate agency advertising) or undertaking their own promotions.

Free family entries can be offered as prizes for other fund raising events (eg Christmas Fair, School Quiz etc) to increase publicity.

Advertising in local event programmes should be taken up especially where it is free.

Posters should be put up on local village display boards, in the health centre, local shops, library.

Local businesses printing leaflets/pamphlets (eg estate agents) should be approached to print the event advert on the back of such leaflets, especially if they are distributed to the local area.

A list of press contacts for local radio stations, TV, written press etc. should be assembled so that press releases can be sent to them electronically on a regular basis. The local authority press department should issue press releases to their network of contacts, as should the partner charity.

All press releases can also be sent to all sponsors for onward distribution.

It is always helpful to include quotes and stats in press releases as well as a photograph.