



**Don't just ride,
Bike MS.**

bike
MS

**Sam's Club: Round-Up Ride
May 2-3, 2015**

MS Staff

- **Justin Martin**
 - Development Manager – Bike MS
 - Email: Justin.Martin@nmss.org
 - Phone: 469-619-4709
- **Hayden Scarnato**
 - Development Coordinator
 - Email: hayden.scarnato@nmss.org
 - Phone: 469-619-4717
- **Kimilee Gould**
 - Development Manager/Corporate Relations
 - Email: Leah.weatherl@nmss.org
 - Phone: 469-619-4710
- **Leah Weatherl**
 - Development Director
 - Email: Leah.weatherl@nmss.org
 - Phone: 469-619-4710



A Track Record of Success: Where We Are Now

- 12 disease modifying therapies (10 in 2013)
- 800+ researchers trained
- 60 MS genes identified
- Discovered potential for neural repair
- Better, faster diagnosis
- Identified link between vitamin D and MS risk
- ❖ **Potential for vaccine by pre-screen test to determine if you'll have MS**



STOPPING THE DISEASE



RESTORING WHAT'S BEEN LOST



ENDING MS FOREVER



STOP



END



RESTORE

walk



walk to
create a world
free of MS

Walk MS is a fundraising event that connects people living with MS and those who care about them.

Walk MS Fort Worth

March 28th, 2015

Trinity Park

Walk MS Dallas

April 11th, 2015

Addison Circle Park

Learn more at www.WalkMSTexas.org

Bike MS: Sam's Club: Round up Ride

Not a Race!

Ride as Little or as Long as YOU

Want

All Sizes and Shapes Welcome

Must Have Fun!

bike

MS[®]



Round-Up
Ride 2015



What is the role of a Team Captain

- Acquisition and Retention of riders
- Timeline/budget
- Delegate duties/ ask for help/ don't do it alone
- Strong communication among members
 - Host a Kick-off event: ride, happy hour, bbq, etc.
 - Make it a year-round experience
- Lead fundraising efforts or at least the spirit of fundraising
 - Set challenging goals
 - Offer team incentives for top performers
 - Use general team funds as supplemental rewards
 - Be an example

MS Awareness Week – March 1st-7th

- MS Staff and volunteers will be hosting events in around DFW

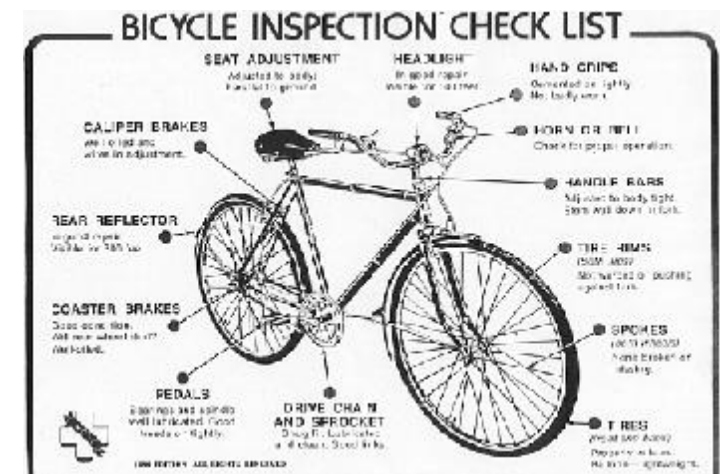
Ride Awareness

- Social Media Plan from Bully Pulpit International
- Bicycling magazine is reaching to their subscribers in North Texas with promotion
- Craig Miller from The Ticket has committed to ride.
- Mayor Betsy Price has committed to ride
 - Hosting a mayoral challenge to all Mayors along the route to ride



Bike Inspections start March 1st

- Bike Inspections are free
- Helps reduce equipment failure event weekend
- Any labor performed during event weekend is free with sticker
- Inspections will be taking place at Expo; bike compound to leave it.



Packet Pick Ups – Dates & Locations TBD

- Held at our 3 largest bike shops
- Top 3 teams get a personal packet pick up
- Top Fundraiser clubs will have a separate Packet Pick-Up
- Bike Inspections can be done during Packet Pick-Up
- Turn in Money
- You can pick up a rider packet for other teammates (must have \$300 in fundraising)



Event Weekend

- **Friday (Expo)**
- **Saturday (rules)**
- **Sunday**

Ride Marshall

- Teams over 50 riders need to designate at least one Ride Marshall on their team
- Jerry Hogan jhog@hazenresearch.com
214-882-1682



Key Notes

- ❖ **ROUTE CHANGE** this year
- ❖ 7am sharp on May 2nd in Plano (MedAssets)
- ❖ MS will transport 2 pieces of luggage for free. Look for the luggage truck at start
- ❖ Average fundraiser hits \$903
- ❖ Route options – 150+ options, lunch express, etc.
- ❖ E-Donate Link – Personal Page
- ❖ SAG Vans; Use them, we do not post who took a ride
- ❖ RV's – Free, no hookups / free shuttles to hotels / free to camp



Friday Expo

- Yes, you can pick up for other team members, no waiver necessary (must have \$300 met)
- Yes, you can turn in money at the expo
- Yes, you can pick up a number with out turning in money (assuming \$300 is met)
- Yes you can get your bike inspected
- Yes, you can get a Champs bandana at expo
- Yes you can pick up Bike Jr. (waiver notarized) packets
- Schedule:

**Expo – Bishop Park directly in front of Marriott
Legacy**

3pm – 8pm



Host Hotel

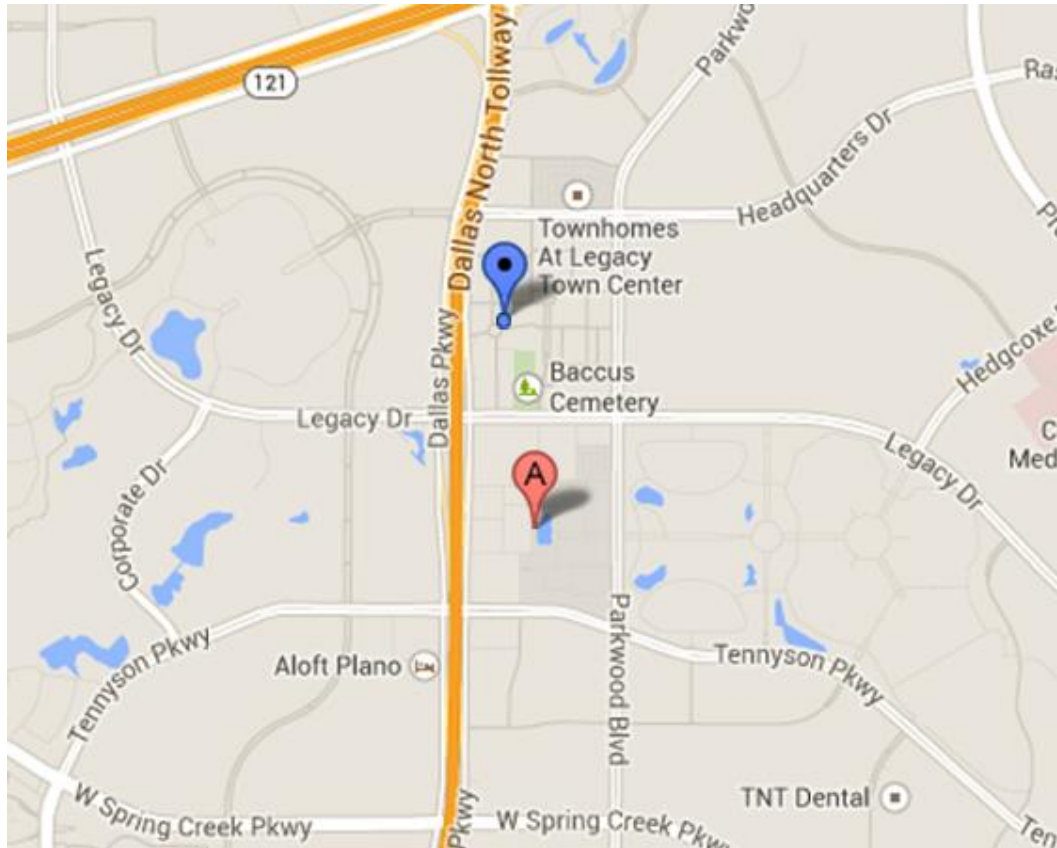


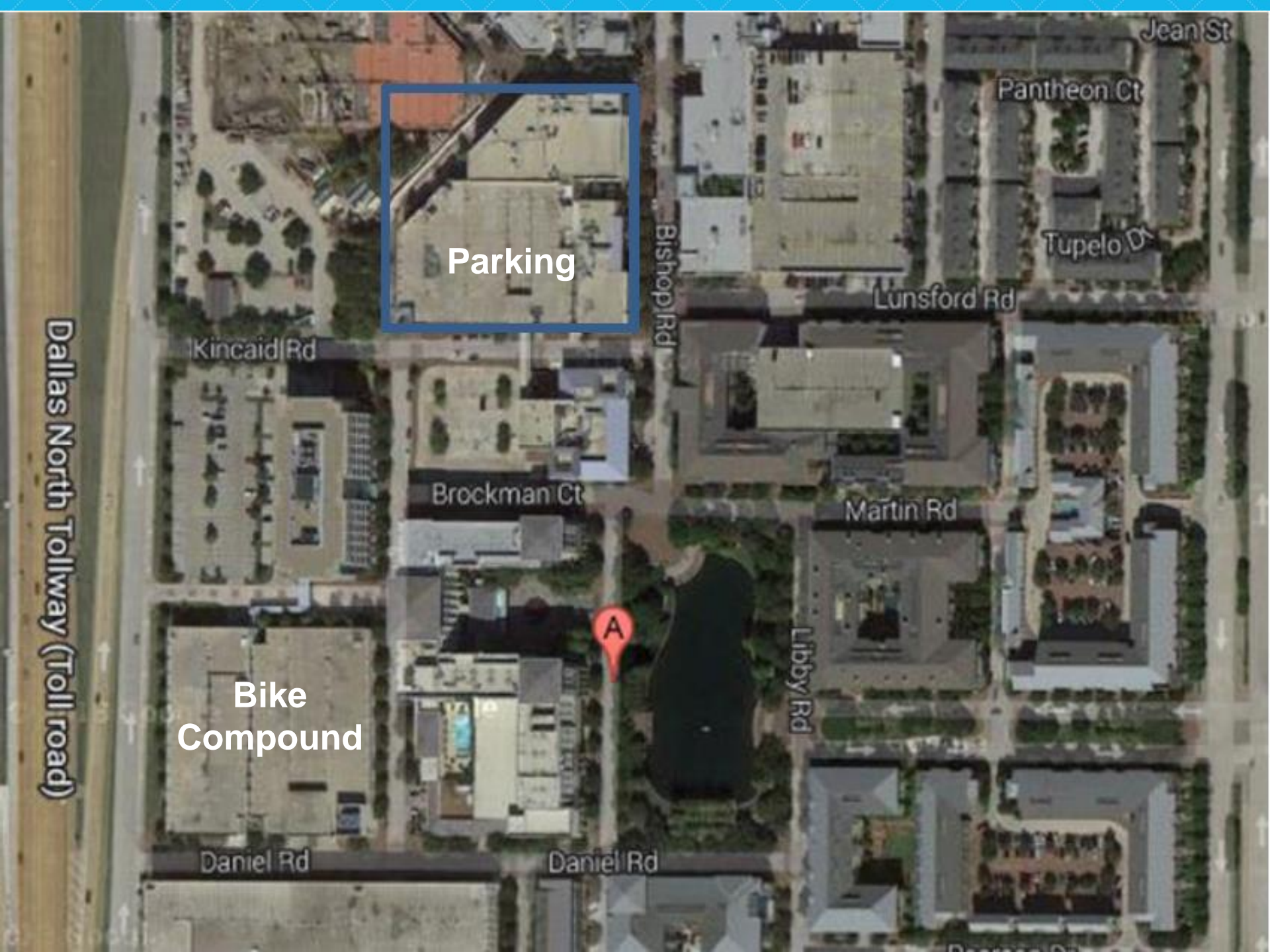
Dallas/Plano Marriott at Legacy Town Center
7121 Bishop Rd. Plano, TX 75024

Bike MS participant
Block: \$119
Ph. (972) 473-6444



Host Hotel





Parking

Bike Compound

Dallas North Tollway (Toll road)

A

Jean St

Pantheon Ct

Tupelo Ct

Lunsford Rd

Kincaid Rd

Bishop Rd

Brockman Ct

Martin Rd

Libby Rd

Daniel Rd

Daniel Rd

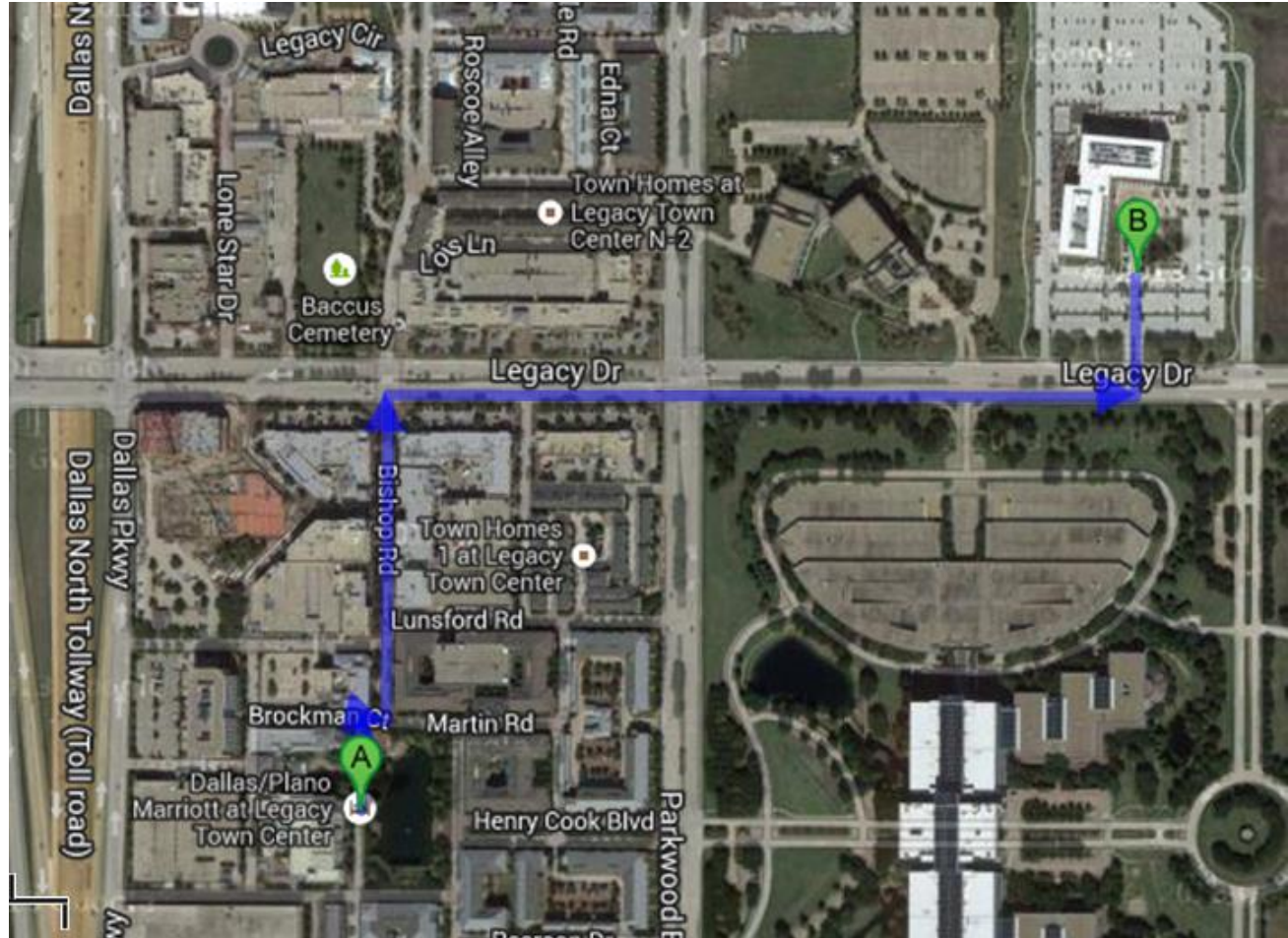
Dwight Ct

Same Start



Address: 5543 Legacy

.5 miles from Marriott

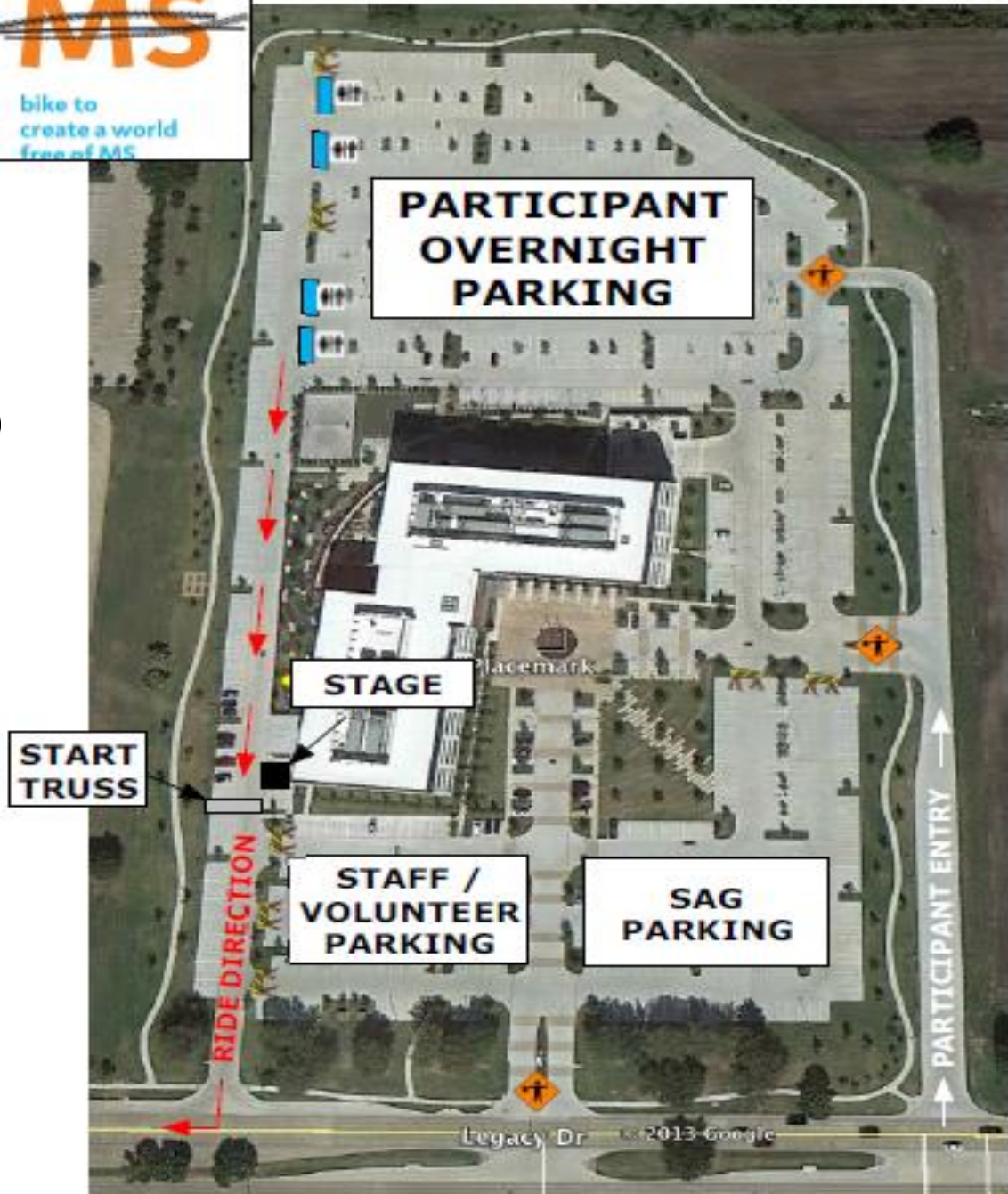


Saturday Morning

- ❖ Breakfast at Marriott is \$15, full spread. Starts at 5am
- ❖ Hydration will be provided & Port-o-Potties @ Med Assets
- ❖ Luggage trucks at both Marriott and Med Assets
- ❖ Light towers turned on at 5:30am
- ❖ 7a.m. start; SHARP!
- ❖ Day One Mileage is 86.1 miles (CENTURY ROUTE, closes @ 1pm)
- ❖ Bike shops will be on hand as well for last minute MINOR adjustments

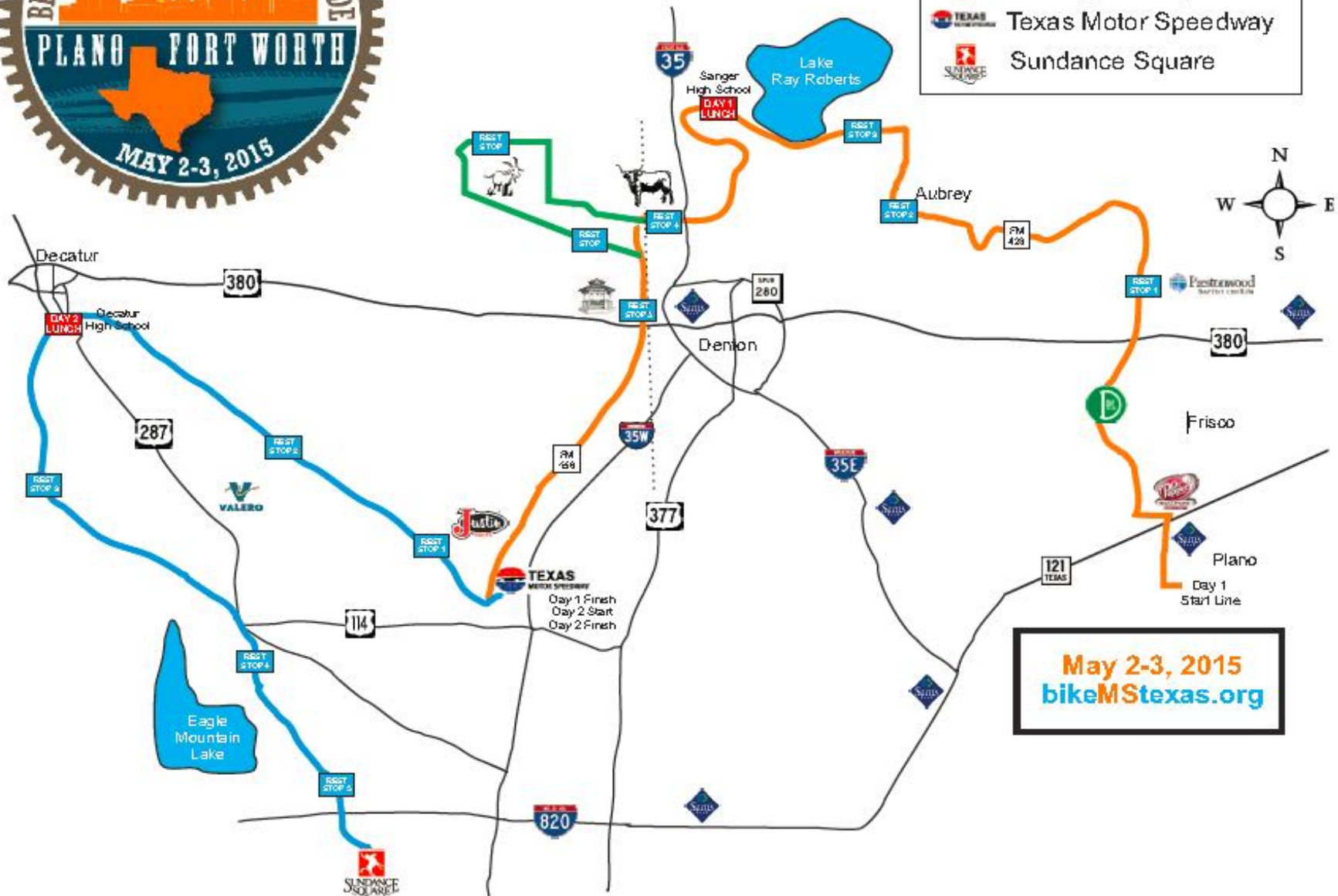


Start





- Day 1 Route
- Day 1 100M Loop
- Day 2 Route
- Dr. Pepper Ballpark
- Texas Motor Speedway
- Sundance Square



May 2-3, 2015
bikeMStexas.org

Texas Motor Speedway

Benefits of TMS-

- ❖ Team party inside tent
- ❖ Permanent showers and restrooms
- ❖ Beer Garden
- ❖ Team can bring their own food/drink
- ❖ Kids Ride



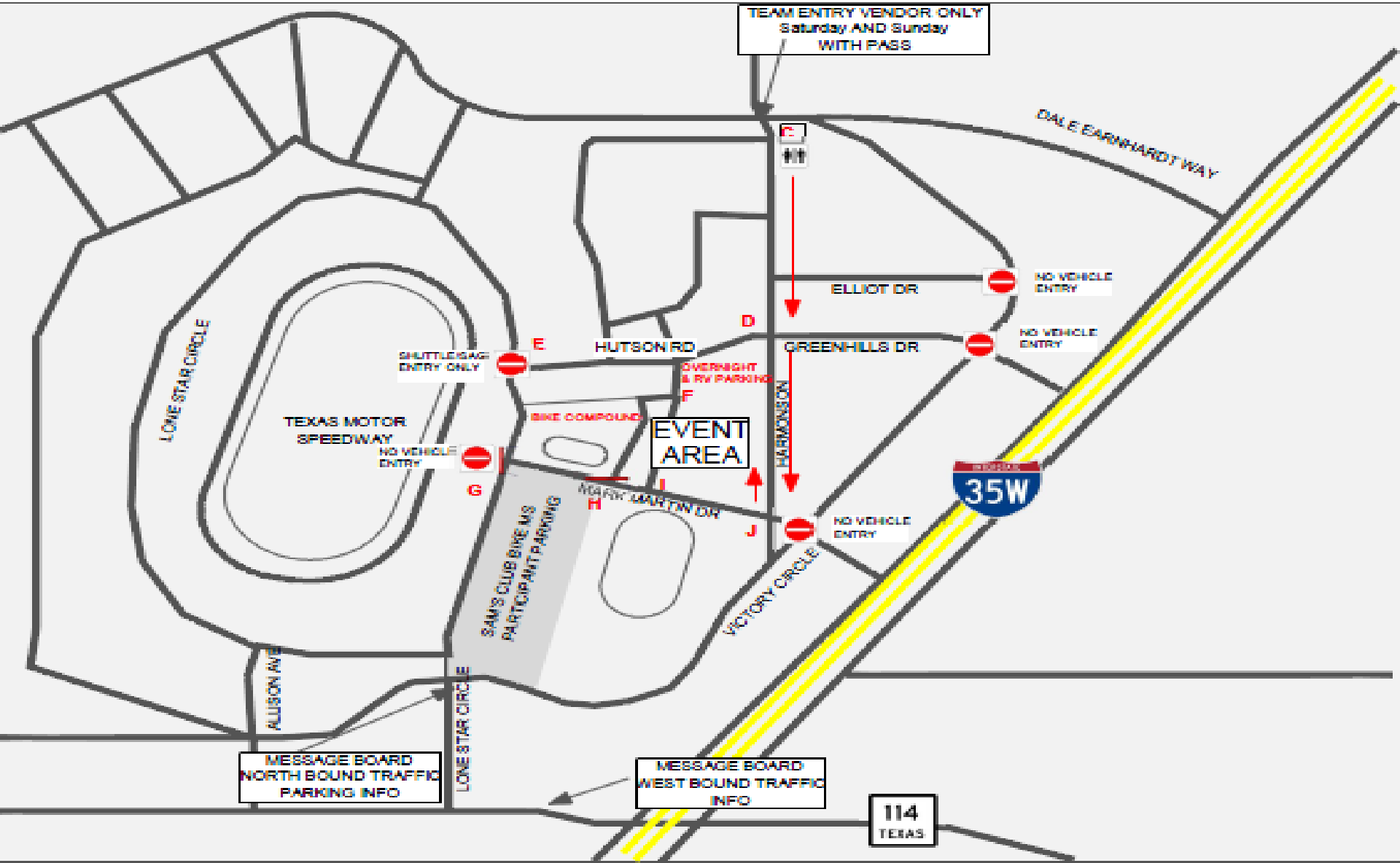
Directions Into Speedway for Volunteers/Spectators

- Go to the entrance of the Speedway off 114
- Go straight toward the track and turn right on Lone Star Cr.
- Follow around and parking will be on right -
Look for the MS Parking Signs
- It's the paved lot south of the finish line

There are other events going on the same weekend, and not every entrance is available. It is important you follow these directions.



Parking at Texas Motor Speedway



Texas Motor Speedway

Rules

- Friday, May 1st at 9am is when teams can start loading in; Saturday, May 2nd continue load in; *Must show Society issued pass*
- After **10a.m.** on Saturday only 1 car is allowed at team tent; If you need drinks, coolers, etc., moved into your tent we will have people on carts to help you.
- Passes issued for Team Area parking; these are the only cars that can get into team tent area for massage therapists, etc.
- Each team is allowed 1 vehicle to stay at team tent; This is in addition to a catering van, smoker attached to truck, etc... These vehicles cannot leave or move until after 6pm
- Caterers cannot leave until 6pm
- Take your team sign if you'd like (have the team sign it as a memento)
- Quiet time is 10pm. Please be respectful of those camping

This sign will be placed in all team tents. Please abide by it

“While a cold beer might be just the thing to top off a great day of riding, please understand that the serving of alcohol in our Team Village requires everyone to act responsibly. Please follow these simple but important policies to ensure the safety of all participants and understand your liability as the team host when providing alcohol.

- Post signs that state ‘Proof of age required’*
- Have a means to check ID*
- Utilize tickets, wristbands, etc. to control the consumption of alcohol*
- Be prepared to provide transportation for anyone who may be intoxicated and is traveling offsite.*
- Follow all local regulations and laws regarding the*

bike distribution of alcohol.



Fire Code Enforcement

- All teams must have a full size fire extinguisher inside their tent. The fire marshal WILL be checking this code. Anyone found not adhering to this policy is in violation and could receive a fine. All fines are at the cost of the team. So please make sure you have one available.

These can also be rented through the tent company as well. It is listed on the order form.



Bike MS Jr. - Kids Ride

This year, kids 5-14 can participate in Kids Ride, a special Bike MS ride exclusively for junior MS champions on Saturday, May 2nd, 2015!

All Kids Ride participants must an adult 21 years of age or older on the TMS premises. However, parents do NOT have to be registered for the main Bike MS: Sam's Club ride in order to register their children for the ride.

A notarized waiver MUST be provided at or before event – Notary on site, but would suggest pre notarizing.

Kids Ride participants will enjoy:

- Exclusive cycling time in separate age groups for younger and older participants
- A low \$25 registration fee, with no fundraising minimum
- Goody bag, shirt and riding number



Shuttles to and from TMS

- Shuttles begin returning riders to the designated hotels at noon on Sat.
- They will run until 8:00pm. Feel free to leave, shower and come back for festivities if you wish. Just make sure you are back on a bus to the hotel by 8:00pm
- Shuttles will run back to the Start in Plano at 3, 5, and 7pm only (\$30 and your bike will not make it back until Sunday). There will now be an early return shuttle at 9:30am for those stuck at TMS.
- Shuttles start bringing riders back to the Speedway at 4:30am Sunday.
- They will run until 8am.
- If you wish to do a lap around the track at TMS, you will need to be lined up at the north tunnel and ready to start by 6:45. No late bikers will be allowed on the track.



Sunday Morning at Speedway

- Shuttles start running at 4:30am
- Shuttle people can drop luggage by drop off rather than lugging it to luggage area
- Breakfast will start serving at 5a.m.
- Start lining up on the north end of the Speedway at 6:30am
 - Gate closes at 7a.m SHARP.
 - 100 Club & Guest lines up at the front
- Cyclists do not have to do the loop
- Gates to the route will not open until 7am – no support prior
- Day Two Mileage is 73.9 miles
- Cyclists need to be on the road by 8:30am



Downtown Fort Worth – Sundance Square

- Invite EVERYONE
- Free Parking
- \$30 transportation back to start (you and bike)
- \$15 transportation back to TMS (no bike)



Hotel In Sundance Square – Saturday (for guests)

The Worthington Renaissance Fort Worth Hotel

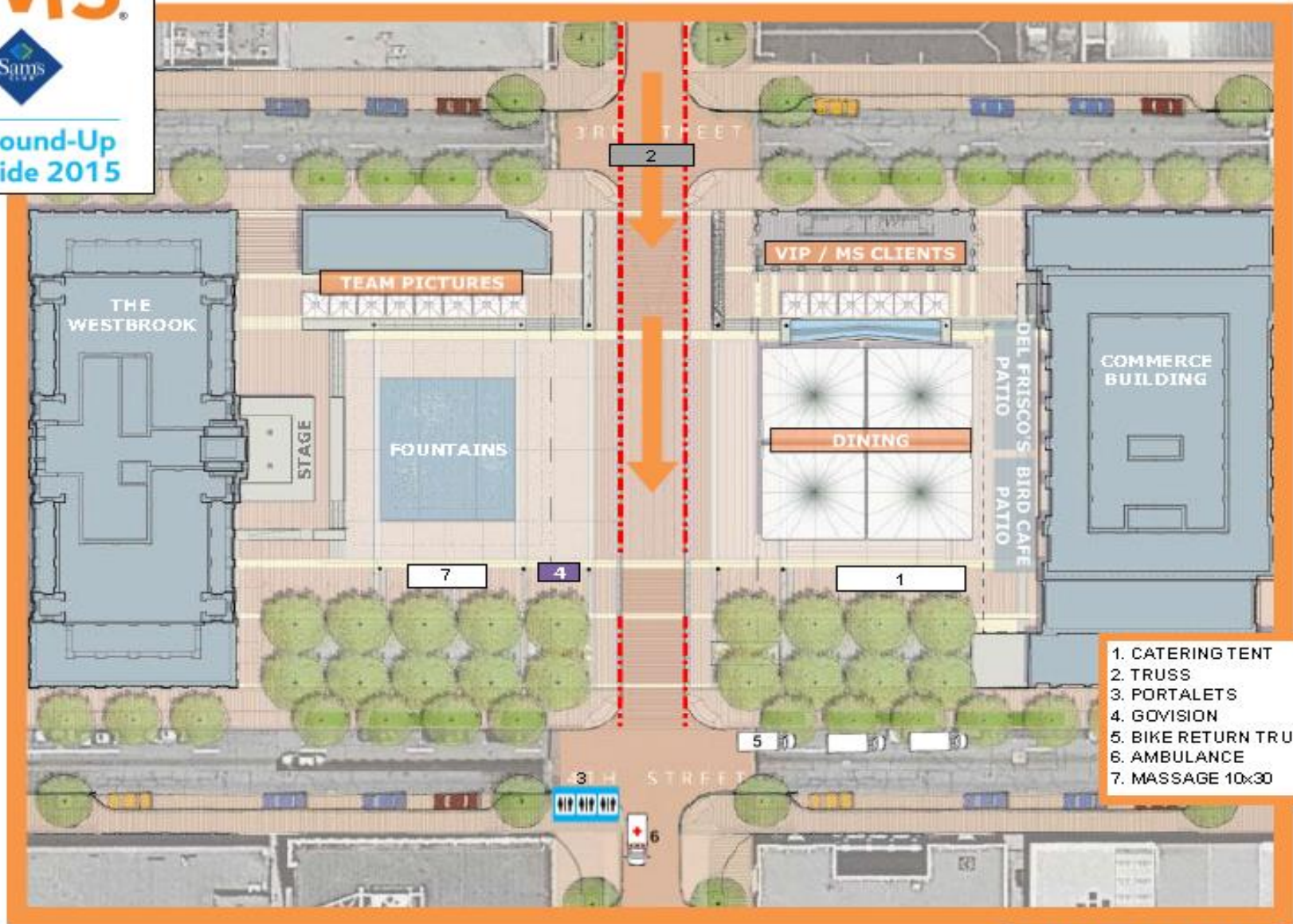
200 Main Street, Fort Worth TX 76102

T 817.882.1606





**SUNDANCE SQUARE DAY 2 FINISH
MAY 2-3, 2015
201 MAIN STREET, FORT WORTH, TX 76102**

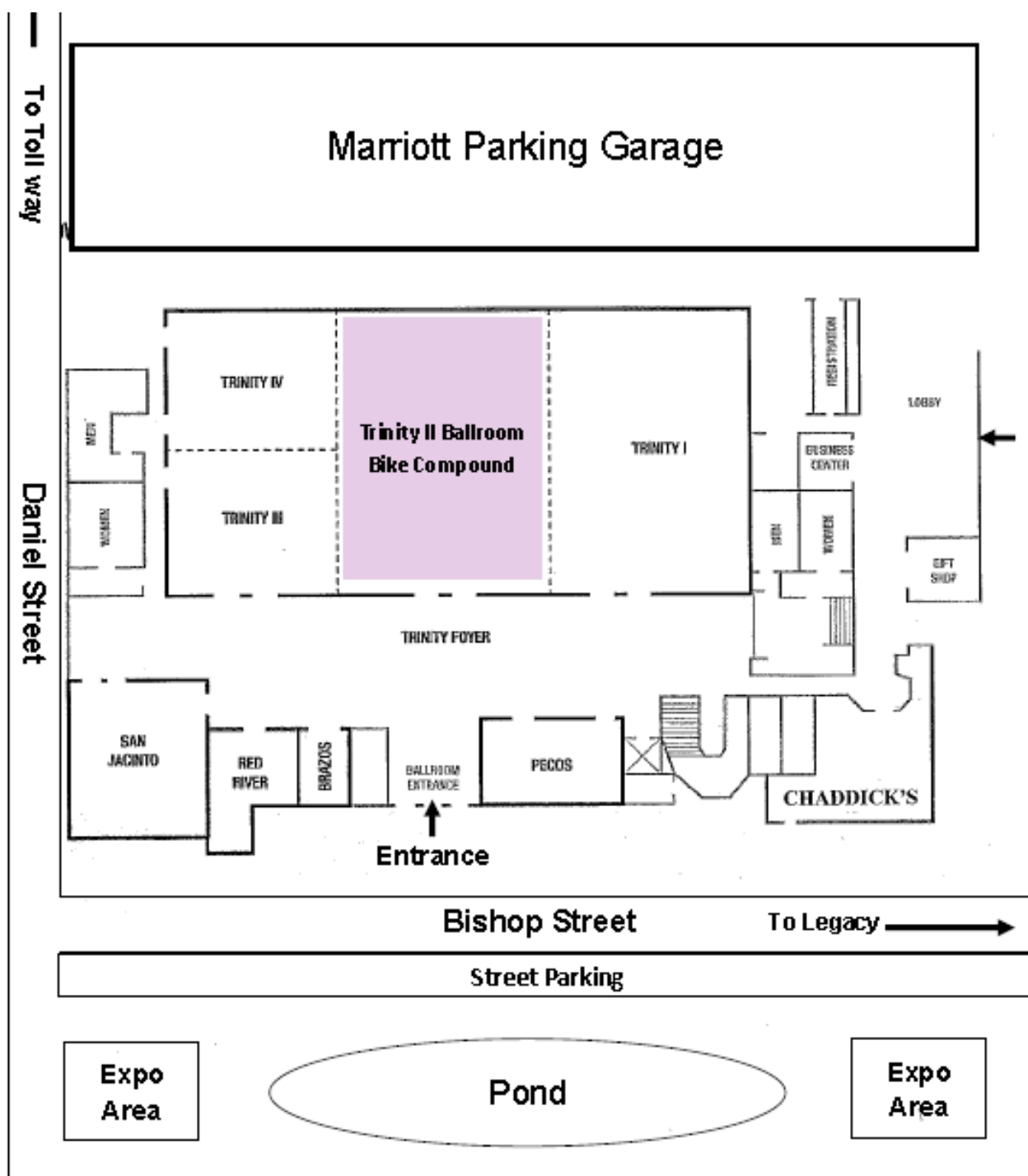


- 1. CATERING TENT
- 2. TRUSS
- 3. PORTALETTS
- 4. GOVISION
- 5. BIKE RETURN TRUCKS
- 6. AMBULANCE
- 7. MASSAGE 10x30

Sunday Bike Pick-Up

Located in the Trinity 2 Ballroom on the Bishop St. side of the hotel.

Closes at 7pm on Sunday.



Text Messaging Program

Team Captains

Text the word **Speedway** to
68686 for emergency ride
updates



Text Messaging Program

Cyclists

Text the word **SAMS** to 68686
for emergency ride updates



Volunteer Needs

- Rest stop drivers for Day 1
- SAG Drivers

Last Takeaway

- ❖ \$300 minimum met prior to picking up a rider packet
- ❖ Sunday morning; Lap around track NOT mandatory
- ❖ Average fundraiser hits \$906 (national avg. \$700)
- ❖ Route options (Century, Lunch Express, 1-day, 147 other options)
- ❖ E-Donate Link – Personal Page
- ❖ Train – Fundraise – Have Fun



Awards – Party in October

- Best Jersey (mission based)
- Best Team Tent
- Best Team Captain
- Rookie Team of the Year
- Rookie Team Captain of the Year
- Largest Team
- Highest Avg. Per Team Member
- Top Three Fundraising Teams

