



# First Annual Pedal for Charity Week April 18-23

Tuesday April 18  
Friday April 21

Wednesday April 19  
Saturday April 22

Thursday April 20  
Sunday April 23

Here is all the information you need to learn about our first- ever Pedal for Charity Week to kickoff the 2017 Michigan Pedaler season.

## What is The Michigan Pedaler?

The Michigan Pedaler is a 15 passenger party bike located in downtown Detroit. We take people on fun two-hour tours of the city where people pedal through Downtown, Corktown, and Midtown. Groups of all ages enjoy the bike, many choosing to turn their time on the bike into a combination of sight-seeing, being-seen and a pub crawl. Groups often stop at area bars and pubs as well as stopping for photos at local landmarks like the Spirit of Detroit, Comerica Park or the old train station. We've hosted birthday parties from 12-91, welcomed bachelors and bachelorettes on the bike for their party, hosted corporate outings and even made a cameo appearance on the hit Comedy Central show, *Detroiters*. Debuting in March 2016, many of our dates sell out. This year, we are expanding to offer up to three bikes for fun-goers. In November 2016, the Detroit City Council passed legislation allowing our riders to bring their own alcohol on the bike.

For complete information on the bike, visit [www.michiganpedaler.com](http://www.michiganpedaler.com).

## What is the First Annual Pedal for Charity Week?

We strongly believe in supporting our community and the institutions that do so much to help those in need, educate our children, honor those who have served or assisted us in various ways. Our riders blessed us with lots of support during our first-year in business and this is one way we'd like to say thanks to the metro-Detroit community.

Even though The Michigan Pedaler is open year-round, the warm weather months are obviously more popular than the winter months. To celebrate the start of the warm-weather season, we are starting our second year of operation out with a bang – and looking to help local charities raise money for their own operations. Thus, for these six days, we will be allowing charities to use our bikes to raise money for their causes – with over 50 potential rides benefiting 50 charity organizations. The retail value of the rides we are offering to give away exceeds \$15,000.

## Who is eligible?

Non-profit organizations.

Any organization that operates as a non-profit is eligible to submit an application. Charitable organizations, homeless shelters, soup kitchens, schools and churches are all eligible to apply.

Political parties or organizations are not eligible.

## What is the process?

1. Charitable organizations that wish to participate must submit an application. The application is set up via Survey Monkey. The actual link is: <http://tinyurl.com/pedal4charity>. A link to the application is provided on our website. All applications will be evaluated.
2. Organizations will be evaluated for a number of criteria:
  - a. Their plan to raise money.
  - b. The impact they make – whether large or small on the community
  - c. Any creativity they have to promote their event
3. Organizations will have the opportunity to rank the times they would prefer the ride to take place but we cannot guarantee a specific time.
4. Deadline to submit an application is March 15, 2017.
5. Organizations will be notified if they were selected for the event NO LATER than March 27, 2017 but hopefully sooner.

6. Organizations will be offered a time slot for their ride over the course of the six day period. The first rides available will be on Tuesday, April 18. The last ride will begin at 8:00 pm Sunday April 23.
7. Organizations must confirm their spot and guarantee it with a \$75 non-refundable processing fee to show their commitment to participating in the program.
8. Organizations selected agree to the following terms:
  - a. Any ride offered to a charitable organization will be used as a way to raise money for the organization. It will not be used as an employee benefit, team-building or other use.
  - b. The organization agrees to share with The Michigan Pedaler the amount of money it raised through the use of The Michigan Pedaler.
  - c. The organization agrees to promote the event on social media and other means.



## Can you provide some examples of how our organization can use this offer to raise money?

How can your organization use the ride to both fundraise and friendraise?

Actual value of the rides: Tuesday, Wednesday, Thursday and Sunday: \$300

Friday and Saturday: \$350

### Auction

Even if you don't have an in-person silent or live auction event coming out, hold an online auction for people to bid on it. Send out an email and let people submit bids to you for a ride on The Michigan Pedaler. From past experience, we found that our donations usually really benefit the organization and due to the mixing of a fun time and a good cause, tend to go over the actual fair market value of \$300 or \$350.

Additional Auction Suggestions:

You can always add more value to award by adding additional value to package to spur bidding. For instance, you could include Visa Gift Cards for people to use at stops on a pub crawl. You could buy a Bookies Gift Card for



patrons to use before or after their ride at our beginning and end place. You could add cases of beer or a cooler full of drinks to The Pedaler. (Please note: We are not permitted to purchase drinks for the bike for you per state law. You would need to make your own arrangements with the winning party.)

**Expect to raise:** \$250-\$500

## **Buy a Seat**

We currently do not offer the option for a people to buy individual seats on our bike. You must rent the entire bike and find up to 15 people to ride it. Thus, a charity that is willing to sell seats on the bike as a fundraiser could appeal to those that would like to ride The Michigan Pedaler but are not interested in organizing a big group. It also allows you to create a fun group of people that all support your organization but may not know each other. It also makes the actual cost more manageable for individuals to participate.

Costs considerations: If 15 people rode the bike, the per person cost is \$20 weeknights or Sunday and \$23.33 Friday and Saturday. We recommend that you set the price for a per seat price between \$40 and \$50.  $50 \times 15 = \$750$  (minus \$75 registration fee) Net: \$675. Have a high-end donor base? Consider raising the price per seat to \$75 or \$100.

This is probably your best chance at raising a decent amount of money.

**Expect to raise:** \$400-\$700

## **Raffle**

Selling tickets for a chance to ride The Michigan Pedaler may be the most time-consuming but ultimately could contain the biggest payoff. We suggest setting your entry price low but encourage large purchases by bundling tickets.

Example: 1 ticket = \$1; 7 tickets for \$5; 20 tickets for \$10 or 50 tickets for \$20.

The sky is the limit for this opportunity if you have a big crew of volunteers and ample places to offer the tickets for sale. This would be great for school or church groups that have a "built-in" audience.

**Expect to raise:** \$200-\$1000+

## **Sell the bike at regular retail cost**

Don't want to work too hard to raise money? Offer the bike at its actual retail cost in an email to your constituents.

Expect to raise (after registration fee): \$225 or \$275

## FAQ

### **Can I get more than one bike?**

Have a plan or the interest to support more than one bike for your charity ride? We have two bikes at this time (our third bike debuts in June). Make note that you would like to have two bikes on the application. If you have a case for using two bikes, we will definitely consider it. We need to balance the needs of some charities wanting more than one bike with the opportunity to serve as many charities as possible.

### **What if we don't like the time we get assigned?**

While we will try to accommodate everyone's time requests, we can almost guarantee that we will not be able to offer everyone their top choices. You will be offered a time slot. It is then up to you to accept or decline our offer. If you decide to accept, it is at that time that you would be asked to pay your \$75 registration fee.

### **How do I pay the \$75 registration fee?**

Credit card or check.

### **Where do we meet for the ride we were assigned?**

Like any ride we run, our rides begin and end at Bookies Bar and Grille, located at 2208 Cass Avenue. This is just three blocks from Comerica Park. Lots of parking surrounds the bar, and depending on the date and if there are events, some might be free. Metered street parking is also available -- \$1 per hour; free on Sunday.

### **Where can we learn all the details about a ride?**

Check our website to learn more about The Michigan Pedaler at [www.michiganpedaler.com](http://www.michiganpedaler.com).

Also, to see pictures and learn more about us, visit our Facebook page, [www.facebook.com/mipedaler](http://www.facebook.com/mipedaler).

Can we use pictures from your website or Facebook page to promote our own ride so people know what The Michigan Pedaler is?

Absolutely. Feel free to email us too at [info@michiganpedaler.com](mailto:info@michiganpedaler.com) and we can send you a picture or two of the bike.

### **Who do I contact with questions?**

Talk to our owner, Mike. He is personally organizing this event. You can reach him at 313.744.3272 or at [mike@michiganpedaler.com](mailto:mike@michiganpedaler.com)