



**Fourth Annual
#Pedal4Charity Week 2020
April 5-11**

Sunday April 5

Monday April 6

Tuesday April 7

Wednesday April 8

Thursday April 9

Friday April 10

Saturday April 11

Here is all the information you need to learn about our Fourth Annual #Pedal4Charity Week to kick off the 2020 Michigan Pedaler season.

What is The Michigan Pedaler?

The Michigan Pedaler is the best way to have fun in Detroit. We use our 6-passenger and 15-passenger pedal pubs to take people on fun two-hour tours of the city where people pedal through Downtown, Corktown, Midtown, and Eastern Market. 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*. You bring your own snacks and drinks (including alcohol). We operate multiple bikes and many of our dates sell out.

For complete information on the bike, visit www.michiganpedaler.com.

What is the Fourth Annual #Pedal4Charity 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 as we head into our fifth 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 fifth year of operation out with a bang – and looking to help local charities raise money for their own operations. Thus, for these seven days, we will be allowing charities to use our bikes to raise money for their causes. In the past three years of #Pedal4Charity, we've raised roughly \$35,000 for these charities and non-profit organizations.

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.

How to Finalize Your Ride?

1. Organizations will be offered a time slot for their ride over the course of the seven-day period. The first rides available will be on Sunday, April 5th. The last ride will begin at 8:00pm Saturday, April 11th.
2. Organizations must confirm their spot and guarantee it with a \$75 non-refundable processing fee to show their commitment to participating in the program.
3. 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: Monday, Tuesday, Wednesday, Thursday: \$300

Friday and Sunday: \$350

Saturday: \$400

Auction

Even if you don't have an in-person silent or live auction event coming up, 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 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, \$350, or \$400. In the past, we have heard of charitable auctions raising as much as \$1,800 and \$2,000 in spirited bidding for a ride on The Michigan Pedaler! That's some generous people – showing true support to their charities.

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. Since we start our rides at McShane's Irish Pub, you could buy a McShane's Gift Card for patrons to use before or after their ride. You could add cases of beer or a cooler full of drinks to bring when they come ride The Michigan 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 only offer the option for a people to buy individual seats on our bike on a limited basis. Otherwise, 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 on weeknights, \$23.33 on Friday & Sunday, and @26.66 on 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: One ticket for \$1; Seven tickets for \$5; Twenty tickets for \$10; Fifty 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, \$275 or \$325.

FAQ

How do I pay the \$75 registration fee?

Square invoice or check.

Where do we meet for the ride we were assigned?

Our rides begin and end at McShane's Irish Pub & Whiskey Bar, located at 1460 Michigan Ave. Detroit, MI 48216. At the NE corner of Michigan and Trumbull. McShane's has a parking lot located at the SW corner of Michigan and Trumbull. Parking is \$10 cash, but upon payment you will receive a \$10 gift certificate for food or drinks at McShane's.

Where can we learn all the details about a ride?

Check our website to learn more about The Michigan Pedaler at www.michiganpedaler.com.

Also, to see pictures and learn more about us, visit our Facebook page, 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 our Operations Manager at nick@michiganpedaler.com and he can send you a picture or two of the bike.

Who do I contact with questions?

Talk to our Owner, Mike or Operations Manager, Nick. They can be reached at 313.744.3272 or at mike@michiganpedaler.com or nick@michiganpedaler.com