

bike

MS

It's more than a ride

2017
TEAM
CAPTAIN
guide

FUNDRAISING MINIMUM: \$400
TOP FUNDRAISER GOAL: \$2000

BIKETOFINISHMS.COM

Don't just ride, Bike MS

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PRIMAL



CONTENTS

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.....	4
CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS.....	4
STEP 1: GET STARTED & SET GOALS.....	5
Tips for Team Spirit	5
STEP 2: RECRUIT TEAM MEMBERS.....	6
STEP 3: FUNDRAISE!	7
Fundraise Online	7
Encourage Team Members to Use Their Online Personal Pages.....	7
Social Networking.....	7
Fundraising Ideas.....	7
Fundraising Clubs	8
STEP 4: TEAM SPIRIT AND AWARDS	10
Team Village	10
Team Achievement Awards	10
Top Team Awards.....	10
Team Jerseys	11
Team Benefits`	12
CORPORATE TEAMS	13
TOP BIKE MS: 2016 TEAMS	14
Bike MS Teams Who Make a Difference Together.....	14
Bike MS 2016 Top Teams.....	14
CONTESTS & PRIZES	15
SAFETY STARTS WITH YOU	17
The Basics of Riding In a Group	17
Hydration.....	17
Helmet Smart	17
Helpful Safety Tips.....	17
Ride Safety Marshal Program	17
TRAINING RIDES.....	18
TEAM CAPTAIN GOAL SETTING WORKSHEET	19



WELCOME TO BIKE MS 2017

BAY TO BAY

PRESENTED LOCALLY BY **Hansen's Natural**
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THANK YOU FOR LEADING A TEAM AT BIKE MS.

Get ready for a ride of a lifetime!

We're so glad you're up for the challenge as a Bike MS Team Captain. Whether it's your first or fifth time as a captain, this Team Captain Guide will help you build your team, get them organized and keep them motivated to fundraise...while having a lot of fun in the process. **Join us at the 35th Annual Bike MS: Bay to Bay—this is going to be our best year yet!**

LET'S RIDE!

- October 21 & 22, 2017
- Irvine Transportation Center to Crown Point, San Diego

Voted "Best Cycling Event" eight times by the readers of Competitor magazine, Bike MS: Bay to Bay is an annual cycling adventure hosting 2,500 participants along California's beautiful pacific south coast from Orange County to San Diego.

For more information, visit biketofinishMS.com or call 855-372-1331.

Don't just ride, Bike MS

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

ABOUT THE NATIONAL MS SOCIETY

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted \$122.2 million to connect more than one million individuals to the people, information and resources they need. To move closer to a world free of MS, the Society also invested \$54 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at nationalMSSociety.org.

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body.

Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS.

Collectively, Bike MS® and other fundraising efforts have helped accelerate research breakthroughs that change lives and will end MS forever.

- We are increasing investments in wellness research, including diet, exercise and complementary and alternative therapies.
- We fund more research than any other MS organization in the world.
- MS activists work to ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.
- There are more therapies specifically approved for treating and managing MS, and more potential MS therapies in development today than at any other time in history.
- MS is more quickly diagnosed, enabling early and sustained therapy to slow disease activity.
- There is much greater awareness of the many symptoms of MS and ways to address them to improve quality of life.
- Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.



Step 1:

GET STARTED WITH ONLINE TOOLS

Get registered. Pick a team name and register as the captain. Then click on “Start A Team” button. Are you already registered? Great!

Next step, it’s important to **SET UP YOUR TEAM PAGE.**



Log in to the **Bike MS® Participant Center** using the username and password you created when you registered. Once logged in, you’ll be able to create your own customized Team Bike MS Page. This is where you’ll recruit new team members via email—from templates we supply or emails of your own. It’s also where you’ll manage your team’s fundraising efforts, like setting your team fundraising goal, monitoring progress, kick-starting your team’s fundraising with a donation, sending donation requests and thank you notes by email, and recording any cash or check donations you receive.

Your team page is your invitation to become involved in the MS movement. We’re here to help you reach your goals, so please let us know how we can help. By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- **Make it personal:** Put in a picture of you or your team. Write the story of your team and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.
- **Change it often:** Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- **Create your team page URL shortcut:** By doing this you will be able to easily direct people to your team page. For example, put a link to your fundraising page in the signature of your email.

SET GOALS

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams, while keeping these tips in mind.

TIPS FOR TEAM SPIRIT

- **Don’t forget to set both personal and team fundraising goals:** Lead by example. Share your fundraising goal with your team.
- **Set a goal for team size as well as collective fundraising:** Recruiting more team members can mean more substantial fundraising!
- **Don’t keep your goal a secret:** Use email, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.



Step 2:

RECRUIT TEAM MEMBERS

Whether your team is currently 1 or 100 riders strong, it can always be stronger.

RECRUIT, RECRUIT, RECRUIT.

At Bike MS®, “the more the merrier” has never been more true. Recruiting takes some work, but the added camaraderie and greater fundraising potential make it well worth the effort.

Who to recruit?

Team members can be anyone: friends, family, coworkers, neighbors ... pretty much anyone you can think of. And here’s the thing, they don’t even have to be cyclists. Teams can always use additional support along the way from the team’s non-riders. And be sure to check with your local office as there are always riders looking to join a team. There’s no limit to how big a team can be, so get out there and start recruiting today!

Publicize your team

Personalize and post Bike MS: Bay to Bay posters throughout your office and neighborhood, announce your team in a company or organization newsletter, or ask the highest ranking person in your company to send out a memo or email announcing their support. Be sure to include your name and contact information on all team recruitment materials.

GET HELP WITH YOUR TEAM: FORM A TEAM COMMITTEE

Delegation is the key to success! Assign a co-captain and recruit a team committee to motivate your team. Committee members are great for mentoring new team members, planning fundraising events, leading training rides, following up with fundraising goals, as well as being a great support to you!

- **Recruiter:** Gets cyclists to register and monitors online team roster report.
- **Fundraising Champion:** Teaches members to fundraise and exceed the ride average of raising \$750 per cyclist. Also reminds team of important fundraising deadlines.
- **Party Planner:** Plans kick off, sign-up days, fundraisers and post-event celebrations.
- **Coach:** Holds training rides and instructs members on how to prepare for the ride.
- **Safety Champion:** Reminds members of the rules of the road during training, recruits cyclists to participate in group riding skills courses and promotes responsible cycling to the team.

Step 3:

FUNDRAISE!

Now for the fun part. Once your team page is set up, our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS. After sending a personalized email to all your friends, family members and colleagues, you can follow an up-to-the-minute fundraising tracker.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online—a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube. Be sure to include your team pictures, inspirational videos of your team training or fundraising.

FUNDRAISING IDEAS

Listed below are some unique ideas from other team captains, but feel free to add your own!

- **Offer to do something unusual:** Like shaving your head, singing karaoke in a costume of the team's choice, etc. if your team reaches or exceeds its fundraising goal.
- **Set up a drawing for the team:** With each \$50 raised netting you another chance to win a prize (e.g.: for friends: a special home-cooked meal for the winner and their family; for employees: a day off.)
- **Lunch with the president or reserved parking spots:** For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.
- **Pin-up sales:** If you work somewhere with lots of foot traffic, ask about Bike MS® pin-up sales — an easy way to quickly raise money for your team.
- **Silent auction:** Hold your own silent auction — with food and entertainment.
- **Garage sale:** Clean out the attic and basement with a garage sale — donate the proceeds.
- **Fundraise through Facebook:** Fundraise through the boundless fundraising tool available on your personal page.
- **Casual day:** All employees that pay \$5 to the team could be allowed to dress casual for a day. Up the ante and have them pay more for the whole week!





FUNDRAISING CLUBS

PREMIUM PEDALER

Premium Pedalers are cyclists who raise between \$1,000 - \$1,999. Premium Pedalers receive everything regular participants do plus more! They enjoy special additional benefits such as:

- Premium Pedaler Jersey
- Invitation to the DoubleTree Irvine Pre-Party on Friday, October 20, 2017
- Rider packet mailed or delivered in-person for those who reach this fundraising club by August 31, 2017

HIGH ROLLER

High Rollers are cyclists who raise \$2,000 or more. High Rollers receive everything regular participants do, plus special benefits like:

- Waived registration fee for the following year's ride
- Special gold bib number
- Top Fundraiser jersey
- Cycling patch with fundraising level
- Access for you and a guest to the VIP Luxury Lounge at the Day 1 Finish Line at the Sheraton Carlsbad, which includes complimentary food, BJ's beer, and other treats.

If you qualify, you'll be able to pick up your Top Fundraiser jersey and patch when you arrive at the Day 1 Finish Line at the Sheraton Carlsbad Saturday afternoon. Wear that jersey with pride on Sunday as you complete the ride!

Eligibility for High Roller benefits received at the 2017 Bike MS ride will be based on actual donations received prior to the ride.



PATCH RECOGNITION LEVELS

Pick up your patch in the Top Fundraiser Lounge at the Sheraton Carlsbad.

- Platinum: \$25,000+
- Diamond: \$15,000 - 24,999
- Emerald: \$10,000 - 14,999
- Gold: \$7,000 - 9,999
- Silver: \$4,000 - 6,999
- Bronze: \$2,000 - 3,999
- Official Jersey: \$1,000 - 1,999

JERSEY LEVELS

- Top Fundraiser Jersey: \$2,000+
- Official Event Jersey: \$1,000 - 1,999

FUNDRAISING CLUBS

150 CLUB

If you want to enjoy Bike MS: Bay to Bay in VIP style, then you want to become a member of the 150 Club! Riders earn membership by ranking among top 150 fundraisers. Rankings will be finalized on January 2, 2018, and qualifying members will enjoy special benefits and perks before, during, and after the 2017 event, including:

Pre-Event:

- Guaranteed and free registration in this year's Bike MS Bay to Bay Tour
- Advanced notification for priority room reservations at the Sheraton Resort in Carlsbad
- Name and ranking listed on the Bike MS website
- Dedicated staff to assist with any aspect of the Tour throughout the year
- Recognition in the digital MS Connection newsletter
- Invitation to various special events throughout the year

At the Event:

- Personalized Blue Rider Bib with rider number corresponding to 150 Club ranking
- Admission with a guest to the exclusive VIP Luxury Lounge at the Sheraton Resort & Carlsbad upon completion of Day One. The VIP Luxury Lounge includes:
 - Personal spa and massage services available to 150 Club members only
 - Complimentary beer, wine and soft drinks
 - Complimentary catered food
- Unique, commemorative 150 Club prizes and apparel including:
 - 150 Club-branded cycling socks
 - Customized 150 Club-branded jersey
 - Special 150 Club goodie bag
 - Personalized recognition marker displayed at the Day One Finish at the Sheraton Carlsbad
 - Personalized lanyard with your name and 150 Club ranking
- More details announced soon...

Post-Event:

- Invitation for you and a guest to the Bike Awards luncheon
- Exclusive, one-of-a-kind recognition award commemorating name and 150 Club ranking presented at luncheon
- If you want us to, we will send a letter to your boss detailing your fundraising accomplishments and bragging about your awesomeness!

For a complete listing of prize benefits, please visit: biketofinishMS.com > **Rider Resources** > **Awards & Incentives**.

As part of Bike MS: Bay to Bay, we have a prize redemption program to reward your fundraising efforts! Every rider who raises \$800 or more will be eligible for our prize redemption program. Final fundraising totals will be calculated as of 5:00pm PST on January 2, 2018. Those eligible for prizes will be notified via email about how to redeem.

BIKE MS PASSPORT PROGRAM

Cyclists who have raised at least \$5,000 at Bike MS are eligible to become a member of the elite National Bike MS Passport Program, a special club for top fundraisers across the country. Passport Program members have the opportunity to ride in any other Bike MS ride without needing to meet the fundraising requirement.

TOUR OF CHAMPIONS

Cyclists who have raised \$10,000+ are invited to attend, with a guest, a special exclusive weekend getaway. This is a fully hosted two night stay at La Casa del Zorro Resort & Spa, an elegant oasis in the Borrego Springs desert. The weekend will include group rides and hikes, dinners both nights, as well as a hosted group brunch. Not to mention some cool pool time!



Step 4:

TEAM SPIRITS AND AWARDS

We want to recognize YOU for all the work you do to make Bike MS a success.

TEAM VILLAGE

You had a long day. You rode many many miles and helped make incredible advances toward a world free of MS. Now celebrate with your team. Learn below on how you and your team can have your very own tent at our Bike Team Village located on the center grass at the Sheraton Carlsbad Resort & Spa.

- **Earn a Team Tent at the Sheraton Carlsbad Resort Team Village**
As a team, raise \$50,000 + the prior year or \$50,000 by October 10, 2017
- **Earn a Team Tent at the Crown Point Team Village**
As a team, raise \$100,000 by October 10, 2017
- **Earn a reserved food table at the Sheraton Carlsbad Resort Team Village**
Be the team with the most NEW registrations from the beginning to the end of our May Team Week registration push.

TOP TEAM AWARDS

- Corporate Alliance Award
Awarded to the highest fundraising corporate team
- Friends & Family Award
Awarded to the highest fundraising F&F team
- Top Fundraising Team Average Award
- Outstanding Rookie Team Captain
- Team Safety Awareness Award
- Team Best Promoting the NMSS Mission
- Most Team Spirit Award
- Best Team Jersey Award
- Outstanding NEW Team
- Most Improved Team Award
Based on highest % increase in team fundraising & highest % increase in size of team meeting fundraising minimum

TEAM ACHIEVEMENT AWARDS

- Mission Possible Level (Team total \$100,000+)
- Diamond Level (Team total \$50,000 - \$99,999)
- Gold Level (Team total \$25,000 - \$49,999)
- Silver Level (Team total \$15,000 - \$24,999)
- Bronze Level (Team total \$5,000 - \$14,999)

See Teams Award Levels & Benefits tab on our website at www.biketofinishMS.com for specific benefits.

All benefits are applied to the following year's Bike MS Bay to Bay ride.
Team totals are determined by all money received by the fundraising deadline of January 2, 2018.

CAPTAIN'S PATCH

In the NFL, the teams vote for their captains, indicating honor and respect from one's teammates. As recognition, they get a C patch. For each year they are voted as Captain, they get a star—up to 4. Bike MS wants to recognize and honor all of our hard-working and dedicated Team Captains in a similar fashion. Each Team Captain demonstrates their commitment to creating a world free of MS in different ways and we are offering six diverse ways a star can be earned. Do 4 of the 6 and become a 4-Star Captain! All undertakings must be done by event weekend in order to receive your Captains Patch for 2017. These will be handed out at the Awards Luncheon.



- Provide a Ride Marshal from your team for each day of the ride.
- Participate on the Ride Planning Committee or provide a person who will work on the committee.
- Recruit a minimum of 10 members to join your team.
- Have ALL team members meet the Bike MS: Bay to Bay \$400 fundraising minimum.
- Volunteer at another MS Society event.
- Provide and/or conduct a Safety Session using our Safety Video and presentation to your team, and have them take a short quiz. All information can be found in the Teams page on our website. Once a Safety Session is completed, please inform your Bike MS manager to record your efforts.

TEAM JERSEYS

Show your team spirit by wearing custom designed team jerseys. We are proud to have Primal Wear as the official jersey of Bike MS. As a part of their commitment to the National MS Society, Primal will donate 15% of your custom apparel order back to your team's fundraising account. Visit www.primalwear.com/custom/primal-gives-back.



TEAM AWARD LEVELS & BENEFITS

TEAM TOTALS ARE DETERMINED BY ALL MONEY RECEIVED BY THE FUNDRAISING DEADLINE OF JANUARY 2, 2018.

Mission Possible Level (Team Total \$100,000+) Diamond Level (Team Total \$50,000-99,999) Gold Level (Team Total \$25,000-49,999) Silver Level (Team Total \$15,000-24,999) Bronze Level (Team Total \$5,000-14,999)

One (1) complimentary standard guest room at the Sheraton Carlsbad Resort & Spa for the 2018 ride	1					
Complimentary registrations into 2018 Bike MS Bay to Bay (fundraising minimums apply)	6	5	4	3	2	
Team Lounge area at the 2018 day 1 Finish Line party at the Sheraton Carlsbad Resort & Spa	1	1				
Complimentary food platters to enjoy in your 2018 Team Lounge	2					
Passes to the 2018 Top Fundraiser/VIP Lounge to use at your discretion	6	5	4	2		
A personalized team route marker along the Bike MS route in 2018	1	1	1	1	1	
Team tent at San Diego finish line in 2018	1					
Team featured on Bike MS Bay to Bay Facebook Page	1	1	1			
Congratulatory letter to your CEO highlighting your leadership and fundraising achievement	1	1	1	1	1	
Invitation to exclusive Bike MS Awards luncheon held shortly after the fundraising deadline	1	1	1	1	1	
Opportunity to speak at Bike MS Awards luncheon	1					
Recognition on the 2018 Bike MS website	1	1	1	1		
Team listing and amount raised in MS Connection Newsletter	1	1	1	1		



CORPORATE TEAMS

Teamwork is the key to your success. Forming a corporate team is a great way to get your company involved in Bike MS®!

Why is the team program important for my company?

- Develops team spirit and boosts morale
- Increases the company's visibility and shows its commitment to the community
- Offers employees a chance to bond outside the office
- Unites you with other local companies who have committed to creating a world free of MS

How do I recruit?

- Company support: Announce your team in the company newsletter or intranet
- Corporate Sign-Up Days: Ask your Bike MS team coordinator to come out to your organization to promote the ride and take registrations

How can my company support the team?

- Ask about matching gifts. This is the easiest way to double your fundraising efforts
- Ask your employer to sponsor your team registration fees, donations or jerseys
- Recruit an executive champion to lend his/her name to your recruitment efforts



TOP 2016 BIKE MS: BAY TO BAY TEAMS

BIKE MS TEAMS WHO MAKE A DIFFERENCE TOGETHER

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate healthcare professionals and the public if it were not for the extraordinary fundraising efforts of those who support Bike MS: Bay to Bay. Once again, we'd like to show our appreciation to the top 2016 Bike MS: Bay to Bay teams who made a difference.

2016 TOP TEAMS

Division 1: 100+ Members

\$170,395: Team Wescom – David Slaton

Division 2: 51-99 Members

\$161,564: Howard's Team – Jay McCabe

\$105,066: Team Disney – Ryan Giannetta

\$89,036: KPMG All Stars – Spencer Roundy

\$43,452: Team Experian – Paul Haddon

\$33,500: Cymer – Larry Wetmore

Division 3 – 26-50 Members

\$103,586: Still Kicking For Gordo – Jack Babbitt

\$68,225: Team Monster Energy – Paul Dechary

\$51,040: Mitsubishi Motors – David Brooks

\$38,440: Power Peddlers – Bradley Pensak

\$34,110: Team Intuit – Keith Sherwood

Division 4 – 11-25 Members

\$171,402: Team Basso – Al Basso

\$48,390: Team Crash – Kevin Gaffney

\$39,400: Scripps Riders for a Cure – Thomas McDowell

\$34,990: KTLA 5 & Fox 5 San Diego – Sam Rubin

\$34,122: JANUS et Cie Velo – Arthur Rosten

\$33,390: Good Carma – Caren Landrum

Division 5 – 4-10 Members

\$38,630: MOST: Team Top of the Hill – John G. Most

\$29,240: HB CRUISERS – Robert Belyea

\$22,722: Roland Stones – Mark Malbon

\$19,865: "Annie's Gang" – Staci Beech



CONTESTS AND PRIZES

AT REGISTRATION ONLY!



Earn a chance to win a free room on Saturday, October 21st at our host hotel, the Sheraton Carlsbad Resort & Spa. For every \$50 you self-donate **when you register**, you get an entry into our free room drawing. If you win, there will be no more need to find a ride home or to another local hotel at the end of the first day. Just drop off your bike at our bike corral and relax for the rest of the day! Registration must occur **on or before August 31** for eligibility.

30 DAY FUNDRAISING CHALLENGE



We would love for you to start fundraising sooner than later! As a little boost to get you started, we would like to offer you a lovely custom Primal Cycling cap **if you reach \$200 in fundraising dollars within your first 30 days of registration**. If you accomplish this goal we will reach out to you to find out if you would like the custom cup and let you know if we will be mailing it to you or if you can pick it up at our overnight location. Registration and \$200 fundraising must occur **on or before August 31** for eligibility.

REFER A FRIEND



For every NEW rider to the event that mentions your name in the registration path AND reaches their \$400 minimum by October 15th you will get an entry into a drawing for a new bike courtesy of a Bike MS Bay to Bay supporting bike shop.



Also, for every friend you talk into returning to ride again and who also mentions your name in the registration path you will get additional entries to another drawing for a gift card estimated to be a minimum of \$500.

MARCH:

Top 3 teams that recruit the most team members by the end of the month wins a 'Team Captain' jacket!

MARCH 6 – 12 (MS AWARENESS WEEK)

Team that registers the most riders this week gets a \$20 Habit Burger Gift Card.

All participants that register during this week get a "CharTicket" for a FREE burger.

APRIL:

Get registered before May 1st and be entered to win a La Casa Del Zorro package. A two-night weekend stay for two in a deluxe poolside guest room with two welcome beverages upon arrival in the Fox Den Bar plus breakfast each morning in the Butterfield Room Restaurant.

APRIL 3-9:

The team that registers the most riders this week wins 4 Disneyland tickets!! Minimum of 5 people registered.

MAY:

The teams who recruit 8 or more team members by the end of May will be hooked up with a customized sign for their team photo! (Multiple winners.)

MAY 8-14: THE MORE, THE MERRIER – RECRUITMENT CHALLENGE

Daily prize of a coupon for a burger at Habit Burger to every participant who registers this week!

Multiple winners! Check with your Bike MS coach to see if you made this list.

Grand Prize: At the end of the week, the team who has the most NEW registrations will win a reserved table for your team on the lawn during the overnight celebration at the Sheraton Carlsbad Resort & Spa.

JUNE:

Earn your Team Captain arm warmers when you recruit 12 or more team members by the end of June! (Multiple winners.)

JUNE 5-11: THE MORE, THE MERRIER, TAKE 2 – RECRUITMENT CHALLENGE

Daily prize of Bike MS socks to every participant who registers this week! Multiple winners! Check with your Bike MS coach to see if you made this list.

Grand prize: At the end of the week, the team who has the most new registrations will get a \$250 credit toward your team jerseys from Primal.

JULY:

TOUR DE FUNDRAISING

Yellow Jersey (150 Club Member who raises most money - July 1-31)

Polka Dot Jersey (Veteran Non 150 Club who raises the most money - July 1-31)

White Jersey (Rider who has the greatest number of new donors - July 1-31)

Green Jersey (Rookie rider who raises the most money - July 1-31)

Bonus Competition: For Every \$50 you raise this month you will earn an entry to win a Bike!

Team Competition: The team that raises the most money this month will earn their own Habit Burger Grill truck party for up to 150 people.

AUGUST:

FUNDRAISING CHALLENGE

August 1-7 & August 15-21: The individual who raises the most money this week (online) will earn a coveted suite at our host hotel, the Sheraton Carlsbad Resort & Spa. The team who raises the most money this week (online) will earn a swanky team lounge at the Day 1 finish line! One Team Winner per week.

August 8-14 & August 22-28: The individual that raised the most money this week (online) will earn a coveted suite at our host hotel, the Sheraton Carlsbad Resort & Spa. The team that raises the most money (online) will earn a finish line tent on Day 2 at Hospitality Point! One Team Winner per week.

BONUS! If you fundraise a total of \$1,000 by August 31, we will be mailing you your rider check-in packet! Check with your team coach to see if you made this list.

SEPTEMBER:

The Corporate Team AND the Friends & Family Team who raise the most money in the month of September will win VIP port-a-potties at the Salt Creek and Solana Beach rest stops!!

SEPTEMBER 11-15: Fundraising Challenge

Daily prize: For every \$50 you raise you'll be entered to win a VIP spot for your bike in the bike locker! (No wandering through rows of bicycles. Yours will be up front!)

Grand prize: At the end of the week, the individual with the most money raised will earn a FREE room at our host hotel, the Sheraton Carlsbad Resort & Spa, on Saturday, October 21st.

OCTOBER:

The top team in each division by October 10th earns their very own team tent and at the Start Line and ride out song!

Every team that has raised \$50,000 by October 10th will get a Team Lounge at the Sheraton overnight festival. Those teams that raise \$100,000 or more by October 10th get a Team Tent at the Day 2 Finish Line at Crown Point Park!

POST EVENT FUNDRAISING

NOVEMBER:

Every \$50 raised between October 22 and November 30 earns you an entry to win a weekend getaway at La Casa Del Zorro!

DECEMBER:

Win a Room at Bike MS 2017! Between December 5 - December 31, the cyclist who raises the most funds each week will win a room at the Sheraton Carlsbad for Bike MS 2017! There will be a total of four winners!

We're also giving away a Sheraton Carlsbad Resort & Spa SUITE for Bike MS 2017 to the cyclist who raises the most funds in the month of December!

Safety starts with you.

Cyclists need to possess basic bike-handling skills and safety knowledge in order to keep themselves and others around them safe, especially while participating in group cycling activities, like Bike MS®. Our focus is to provide a high quality, safe and fun cycling experience. **Please remember to always carry identification, emergency contact information, insurance card, and any important health information.**

Headphones (including iPods), cell phones, radios and similar devices **are not permitted** while riding. All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience.

THE BASICS OF RIDING IN A GROUP

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know of your anxiety — they may also be new at this.

HYDRATION

- One bottle per hour: The rule of thumb is to consume a bottle of liquid every hour, and that every second bottle is a sports drink. Also, remember to eat small snacks frequently during the ride. If you find that you experience extreme fatigue, the inability to recover your energy, or frequent muscle cramps, seek assistance from first aid — you may have the early signs of dehydration.
- Seeking medical assistance: If you find that you experience weight gain/bloating with progressive symptoms such as swollen hands and feet, confusion, throbbing headache, dizziness or nausea, please seek assistance from first aid.

HELMET SMART

Head injuries are of special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury.

Helmets must be worn and strapped while riding in Bike MS — no exceptions.

RIDE SAFETY MARSHAL PROGRAM

Ride Marshals act as **safety ambassadors** by sharing cycling advice and encouraging safe cycling behaviors during the event. Bike Tour Ride Marshals must meet all of the following requirements:

- Are passionate and knowledgeable about safe cycling and be willing to work with all levels of cyclists to promote safe cycling.
- Have a basic knowledge of bicycle repair (classes will be available).
- Have previously participated in at least one Bike MS Bay to Bay ride.

We encourage each team to have at least one representative participate in the Ride Marshal Program. To join, contact **Maria Brooks** at Maria.Brooks@nmss.org or 760-448-8422. For more information, visit biketofinishMS.com.

HELPFUL SAFETY TIPS

On Bike MS® rides, our active route support team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride:

- **Thumbs down for help:** SAG vehicles and motorcycle escorts will stop for you if you are off the road, off your bike, and giving a “thumbs down” sign or holding your helmet in the air.
- **Rest-stop etiquette:** All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop en-trance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.
- **Passing:** Passing others and being passed occurs continuously during the ride. Call out “passing on your left” and allow time for the cyclist being overtaken to move to the right — then pass safely.
- **Mechanical problems:** Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down a SAG van and seek a mechanic at the next rest-stop.
- **Be courteous:** Bike MS participants are fortunate to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block the flow of other users.



ORGANIZE TO TRAIN

Everyone on your team should be riding every weekend. Why not ride together? Set up meeting locations and times for team members to train for the event. Check out our organized rides sponsored by many of our official bike shop partners below or on our website, biketofinishMS.com.

SAN DIEGO TRAINING RIDES					
PARTNER	DAY	DATES	TIME	LOCATION	LEVEL
Performance - Bonita	1st Saturday	5/6, 6/3, 7/1, 8/5, 9/2, 10/7	9:00 AM	3901 Bonita Rd, Bonita, CA 91902	All Levels
Performance - Oceanside	2nd Saturday	5/13, 6/10, 7/8, 8/12, 9/9, 10/14	9:00 AM	3833 Plaza Drive #701 (Tri-City Plaza) Oceanside, CA 92056	Beginner/Intermediate
Performance - La Mesa	3rd Saturday	5/20, 6/17, 7/15, 8/19, 9/16	9:00 AM	8706 La Mesa Blvd, La Mesa, CA 91941	Beginner/Intermediate
Performance - Sorrento Valley	4th Saturday	5/27, 6/24, 7/22, 8/26, 9/23	9:00 AM	11675 Sorrento Valley Rd, San Diego, CA 92121	ALL LEVELS
Pulse	Every Sunday		7:50 AM	pulseendurance.com > Team & Workouts Link	All Levels

ORANGE COUNTY TRAINING RIDES					
PARTNER	DAY	DATES	TIME	LOCATION	LEVEL
ARB Cyclery	1st Saturday	5/6, 6/3, 7/1, 8/5, 9/2, 10/7	9:00 AM	17985 Sky Park Circle, Suite E, Irvine, CA 92614	Average 40-50 mi; 16-18 mph - Intermediate to Advanced
		Every Wednesday	6:00 PM		
Performance - Laguna Hills	2nd Saturday*	5/13, 6/10, 7/8, 8/12, 9/9	9:00 AM	24721 Alicia Parkway, LH, CA 92653	Intermediate & Advanced
Performance - Tustin	3rd Saturday*	5/20, 6/17, 7/15, 8/19, 9/16	8:00 AM	2745 El Camino Real, Tustin, CA 92782	Beginner/Intermediate
Performance - Fountain Valley	4th Saturday*	5/27, 6/24, 7/22, 8/26, 9/23	9:00 AM	8850 Warner Avenue, Fountain Valley, CA 92708	Beginner & Intermediate
Our Gang MS Ride	Every Sunday			Join Meet Up Group on their Site for Info on Rides	

LOS ANGELES TRAINING RIDES					
PARTNER	DAY	DATES	TIME	LOCATION	LEVEL
Performance - Pasadena	1st Saturday*	5/6, 6/3, 7/1, 8/5, 9/2, 10/7	8:00 AM	323 S. Arroyo Parkway, Pasadena CA 91105	Beginner & Intermediate
Performance - Santa Monica	2nd Saturday*	5/13, 6/10, 7/8, 8/12, 9/9, 10/14	7:30 AM	1314 Wilshire Blvd, SM, CA 90404	Beginner & Intermediate/Advanced
Performance - Woodland Hills	2nd Saturday*	5/13, 6/10, 7/8, 8/12, 9/9, 10/14	8:00 AM	6400 Owensmouth Ave, WH, CA 91367	Beg/Intermediate
Performance - Ontario	3rd Saturday*	5/20, 6/17, 7/15, 8/19, 9/16	8:00 AM	4400 Ontario Mills Parkway, Ontario, CA 91764	Intermediate/Advanced
Performance - Oxnard	4th Saturday*	5/27, 6/24, 7/22, 8/26, 9/23	9:00 AM	1700 E. Ventura Blvd, Oxnard, CA 93036	Intermediate
Performance - Long Beach	4th Saturday* & Sunday	5/27, 6/24, 7/22, 7/23, 8/26, 8/27, 9/23, 9/24	7:00 AM	7611 East Carson St, LB, CA 90808	Beginner & Intermediate
Jax Bicycle Center - Murrieta	Every Saturday		8:00 AM	26612 Margarita Rd, Murrieta, CA 92562	Beginner/Intermediate
Jax Bicycle Center - Long Beach	Every Sunday		7:30 AM	3000 N Bellflower Blvd, Long Beach, CA 90808	Beginner/Intermediate
Performance - Torrance	Last Saturday*	5/27, 6/24, 7/29, 8/26, 9/30	8:30 AM	3550 Redondo Beach Blvd, Torrance, CA 90504	Beginner & Intermediate

*VIP BREAKFAST RIDES

VIP Rides subject to change. For More Info:

Facebook [https://www.facebook.com/PerformanceBicycle\(insert city\)](https://www.facebook.com/PerformanceBicycle(insert city))

Meetup [http://www.meetup.com/Performance-Great-Ride-Series-\(insert city\)](http://www.meetup.com/Performance-Great-Ride-Series-(insert city))

TEAM CAPTAIN GOAL SETTING WORKSHEET

Team Name: _____

Captain: _____

Co-Captains: _____

When setting your team's goals, look back at your team's performance from last year (if applicable). The average Bike MS cyclist raises \$750.

PREVIOUS YEAR'S RESULTS	THIS YEAR'S GOALS
# of team members: _____	# of team members: _____ (i.e.: 20% increase = number of previous year cyclists x 1.2)
Amount raised: \$ _____	Minimum goal: \$ _____ (i.e.: team member goal x previous team member average)
Average team member amount raised: \$ _____ (Dollars raised ÷ number of team members)	Suggested goal: \$ _____ (i.e.: number of team members goal x \$750 Bike MS average)



BIKE MS® IS THE
LARGEST
 ORGANIZED
 CYCLING SERIES
 IN THE COUNTRY

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Don't just ride, Bike MS



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