

Tips of the Trade on Successful Bike Rodeo's

Bike Rodeo's are a terrific way to introduce young children to important bicycle skills – and it's also a way to reinforce “safety” to teenagers and adults. You're never too old to learn and there's a lesson around every corner. We want to help you make it a safe and wonderful experience by assisting and guiding you up the great road of Bicycle Safety - for a happier and healthier America!

Helmets R Us wants to encourage you to connect with other agencies and companies in your community. Local businesses may donate items for prizes, offer discounts on safety accessories, and even support attendance of your rodeo by giving away “free coupons”. Get your local swimming pool or skate rink to contribute – it's a win~win combination for everyone.

Helmets R Us has actually found a huge level of success in the past year with doing logo'd helmets. Logo'd helmets are a terrific incentive to use for sponsorship of your rodeo. It's a great bartering tool in getting Joe Shmoov your local car dealer to get involved. Where does Mom go to buy her next mini-van ----- from the dealership that helped? Be creative – be persistent. We always tell people to look for the business that needs to be the Heart in your community. From insurance companies to your local funeral home... Anyone that is out there making money off your community is a terrific source for funding. We've even been known to reach into the “guilt” bag of tricks. Whatever it takes to get helmets on kiddo's heads and to teach everyone how to enjoy riding safely. If you save just one child's life – it's worth every bit of it.

Remember bicycle rodeos are a great way to create goodwill and exposure for businesses and services in your community.

Not only do you need to encourage local businesses to get involved, but get your local police department, fire department, hospital, doctors -- anyone that interacts with children and the community on a regular basis to participate on some level. This type of exposure teaches children that these are the “**Good Guys**” in your community. Not to mention what a special way to say “thanks” to these lifesavers that do such invaluable jobs.

Where To Begin

We encourage you to gather and form a “committee”, with one person being appointed the task of “Rodeo Director”. Some of the things the Rodeo Director will be responsible for are the coordination of Volunteers – a successful Rodeo takes lots of helping hands, level heads and open hearts. The Rodeo Director should create a checklist to make certain that all events, volunteers, equipment, etc are in place and ready to go on the day of the Rodeo. All of these calculations will be dependent on the actual activities that you decide to have at your Rodeo. Proper planning will make all the difference. Remember though – this is education and fun – be prepared for the unexpected.

Ask yourselves these questions:

1. What’s a good time of year to do this?
2. Where’s a nice open space to arrange this?
3. Indoors or Outdoors?
4. What’s a good day of the week for everyone?

These are just a few initial questions that you will need to determine. We’ve seen a lot of success from groups that used big open parking lots. Be sure you have permission and check with your local city office to see if any special permits or authorization is required.

Getting the Word Out

We encourage you to remember all the local services in your community – do you have a local newspaper – or maybe a radio station. Get them to donate time and space for advertising. After all this is a Community Affair – and all these businesses allocate X-number of \$\$ for non-profit events.

Do up flyers to hand out at schools – get the PTA involved. Get your Kiwanis, Masons, Rotary Clubs, Pilot Clubs together to help. Please don’t forget to include your senior citizens – they are always a terrific resource and fountain of enthusiasm and wisdom. Post notices in your local markets. Notify all your churches about it too - ask them to make announcements at their next service or meeting. See if they’ll include a note in their written programs and brochures.

Anything you can do to get the date, time, location, etc... out there insures your attendance level will be high. The more you do, the bigger the difference that you’ll make.