



APPLICATION
2017 DISCOVER CT Ride Series
Bicycle Tours Co-Hosted with Bike Walk Connecticut

Bike Walk Connecticut is currently seeking applications for **Discover CT**, its annual program of bicycle tours in bicycle-friendly communities throughout Connecticut. The Discover CT Ride series introduces more people to the pleasures of cycling by hosting organized events that highlight safe, scenic, interesting, historical, cultural, and bike-enjoyable routes. These rides allow cyclists to discover new communities and rediscover their own neighborhoods, representing a day of exploration, fun, and cycling camaraderie.

BWCT CONTRIBUTES:

- BWCT and Discover CT Ride series brand
- Success-proven framework
- Bike advocacy network
- Volunteers (4-6 people for event planning + 20-25 people on event day)
- Media promotion & publicity
- State-level sponsorship connections
- Registration infrastructure
- Rider insurance
- Fun & new friendships

LOCAL COMMUNITY CONTRIBUTES:

- Route knowledge — keeping safe streets in mind
- Local volunteers (4-6 people for planning + 20-25 people on event day)
- Pursuit of local sponsorship
- Identification of historical, cultural attractions & local landmarks
- Event day entertainment contacts/ideas
- Recommended rest area locations & pre- or post-ride eateries
- Fun and new friendships

TIMELINE:

Nomination & Application Period:
Meetings with Community Candidates:
Announcement — 2017 BWCT Rides:

Closes Friday, February 3, 2017
February 6-February 16, 2017
February 28, 2017

Questions? Contact bikewalkct@bikewalkct.org



**2017 Application
Discover CT Ride Series
Deadline: Friday, February 3, 2017**

Applicants: Please answer the following questions, using a separate document, as necessary. For questions, please contact BWCT at bikewalkct@bikewalkct.org. You can also visit our website for information about the 2016 Discover CT series.

Community: Primary Contact Person:

Telephone: Email:

- (1) Why are you interested in partnering with Bike Walk Connecticut to produce a Discover CT Ride in 2017?
- (2) Do you have a specific tour month or date in mind? If so, when, and is there date associated with any other community event(s)?
- (3) The Discover CT series intends to showcase a community's history and landmarks. What cultural attractions, historical landmarks, and unique attributes might be considered of interest that can be showcased in the context of a tour?
- (4) The Discover CT tour will feature safe planned routes of various lengths (10, 25, and 50 miles) and levels of difficulty. Should your community be chosen, do you have a local resource available to provide route planning?
- (5) The Discover CT tour relies on committed volunteers to run smoothly. Individual communities and Bike Walk Connecticut each provide approximately 4-6 volunteers in the planning stages, and 20-25 volunteers on event day. Do you have a volunteer base to assist with planning, organizing, publicizing, and helping the day of the event? What bike shops, bike clubs, advocacy groups, or other organizations may be interested in devoting time and energy for this event?
- (6) Is your community affiliated with the League of American Bicyclists (LAB) as a Bicycle-Friendly Community (BFC)? If not, would you like more information about this program?
- (7) Sponsorship helps make the BWCT Discover series a financial success. The community involved will receive a portion of the proceeds for their community's bicycle and/or pedestrian initiatives. Is your community prepared to pursue sponsorship for the event, and do you have any sponsors in mind?
- (8) Municipal support makes for more safe, successful, and fun events. What support might your community agencies/departments (such as Town or City Hall, Parks & Recreation, and police) provide in administering this event?
- (9) Is there anything you'd like to add?
- (10) Do you have any questions for us?