

FILMED BY BIKE

PORTLAND, OREGON

HOW TO PLAN THE BEST BIKE MONTH!



VARIETY OF VOICES

- Form new alliances
- Think broadly + inclusively
- Collaborate creatively
- Serve a broader community



CREATE THE FUN!

- Be engaging + inclusive
- Events people will look forward to
- Make this the buzz in your town
- Break out of old ways
- Educate people through fun



- Weekend fest?
- Once a week?

SET YOUR SCHEDULE



COLLABORATE SHARE THE WORKLOAD

- Your town is filled with people who love bikes and will host a casual ride or other simple formula event
- You don't need to do it all!
- Create a sustainable workload



SHOUT IT FROM THE ROOFTOPS

- Invest in EXCELLENT design that lasts
- Use social media tools
- Work the media
- Tap into those who will amplify



CELEBRATE

- After you enjoy the event, high 5!
- Recap what worked and didn't
- Plan adjustments for next year
- Celebrate your successes + people



SNAPS!

- Showcase the fun fun fun
- Spread the love
- Great for next year

HOW TO HOST A BIKE MOVIE EVENT



BOOK YOUR SHOW



UNLOCK DIGITAL ACCESS

MOVIES + RESOURCES



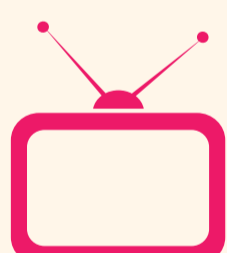
PROMOTE YOUR EVENT

WE PROVIDE THE TOOLS



HOST YOUR EVENT

HAVE A GREAT SHOW!



WATCH SAMPLE FILMS + GET MORE INFO

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YES! IT REALLY IS THIS EASY

ABSOLUTELY YES TO THIS!



GREAT EVENTS ARE

INCLUSIVE

ACCESSIBLE

WELCOMING

FUN

FRIENDLY

ENERGETIC

MEMORABLE

INNOVATIVE

CREATIVE



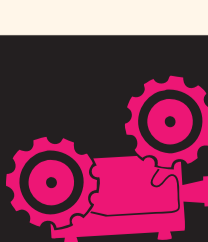
IT'S TIME FOR LEADERSHIP CHANGE

CENTER PEOPLE WHO HAVE HISTORICALLY BEEN LEFT OUT

DON'T ASSUME

MAKE SPACE AND STEP BACK

RESPECT INDIGENOUS STEWARDSHIP OF THE LAND



FILMED BY BIKE

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Produced for the global bike community

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