

## 2017 Bicycle Indiana Resource Guide Listing Information



### About bicycle event listings:

The Bicycle Indiana Resource Guide is distributed extensively throughout Indiana and neighboring states. You won't find a better place to advertise your event, organization or business! In addition, this publication will be available on our website in downloadable (pdf) and e-magazine versions.

The annual Bicycle Indiana Resource Guide lists over 150 Indiana bicycle events. The initial distribution is early 2017; the Guide is shipped to Bicycle Indiana members, affiliates, bicycle retail shops, bicycle events, special non-bicycle events, and tourism centers in Indiana and neighboring states. We send fulfillment shipments to tourism centers and others upon request.

The Bicycle Indiana Resource Guide is a full-color publication that is kept and referred to again and again throughout the year. You can count on your info being viewed frequently!

### Basic listing

- A basic listing includes the date, name, and city of your bicycle event. The listing also includes a contact phone number, email address and website.

Cost: Free!!

### BI Funding Ride - expanded listing- we will recognize BI Funding Rides through:

- Acknowledgement of your event in a special section of the guide
- In the chronological list of all rides your event is highlighted and expanded to include other pertinent facts about your event
- Listing in emails to our members and affiliates at least two months prior to your event
- Promotion via our social marketing channels
- Expanded listing on the calendar page of our website
- Discounted advertising rates available
- Ability to write off your charitable donations to the fullest extent of the law
- Offering the satisfaction that your event is contributing to making Indiana more bicycle friendly

Cost: ***(Pledging to donate at least \$1 per rider to Bicycle Indiana)***

### Deadline:

All listings should be submitted to Bicycle Indiana no later than **February 22, 2017**.

Entries can be made [here](#).

If you are unable to submit your listing online, please email [jess@bicycleindiana.org](mailto:jess@bicycleindiana.org) or call 317-466-9701.