

2017 Blackberry Bramble Marketing Plan

1. Newsletter/Announcement:

-REI, Jefferson Westside neighbors, bikeportland.com, gran fondo, other bike websites/blogs, UO Outdoor Program, etc.

2. Posters:

-nonlocal bike shops: see mailing list

-local bike shops: Bike Friday, Hutch's, Collin's, Paul's, Blue Heron, Arriving by Bike, Klink's, Performance, Wheel Works, LifeCycle, Simply Cycles, Eugene Electric Bicycles, Kerris neighborhood bike shop, CAT, Bikeburns,

-local businesses: UO, LCC, Prince Pucklers, Down to Earth, Falling Sky (multiple locations), Bring Recycling, Habitat for Humanity, local coffee shops, etc.

3. Flyers/handbills/Save the Date :

-Distribute to interested GEARS members, ride leaders, pedicab driver, other bike rides eg. Pioneer Century, Moster Cookie, Strawberry Century, etc.

4. Bike Tags:

-Distribute to interested GEARS members, ride leaders, etc. To be respectfully placed on select parked bikes. (on bikes that look like people would be interested in riding the event on, ie nice road bikes, etc., not cruisers, broken down, etc.

5. Pedicab Advertisement:

To be displayed on pedicab at targeted events such as Hayward Classic, Pre Classic, etc. Driver will also hand out flyers to interested parties and provide details, etc. Can wear a GEARS jersey if provided...

6. Facebook Event Page:

-Gears members etc. can invite friends and friends of friends, also can be found publicly.

-Ask other bike groups to share the event on their facebook page, etc.

7. Email reminders:

-To be sent to GEARS email list as well as list of past riders.