



2010 Team Member Hand Book

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February 7, 2010

Dear Team:

My co-captains and I wish you and yours a happy and healthy 2010! First and foremost, I want to thank the members from 2009 for your amazing efforts! Thanks to you, we were able to not only meet our team goal of \$50,000, but demolished it by raising more than \$70,000 for the fight!!! **Simply outstanding!** With that said, it's time again to begin working toward the 2010 Cape Cod Getaway. This year's ride will be held on **June 26th and 27th** and will cover much of the same course as previous years.

Here is our challenge for 2010:

100+ riders on the start line for CCG!
\$100,000+ in fundraising to find a cure for MS!
\$1,000 individual challenge per rider

In order to reach these goals, we need everyone to do their part. Get out there and continue to recruit more riders! You know what an amazing time this event is and who better than you to be an advocate? Start talking up the team and the event with your friends and colleagues now and pass their names and email addresses along to me so I can put them on the team email list (and you know how I LOVE to email).

It's never too early to begin your fundraising for this year and we already have three team mates who have met their minimum requirement. On top of that, Mary Yokabaskas has already met our team challenge of \$1,000! Reach out now to your corporate sponsors from last year. Catch them early in their budget cycles when they will have more money available for charitable giving. We need to have all of our corporate logos ready for our jerseys by no later than **April 12th, 2010**. After you have solicited your corporate sponsors, you can then focus on your individual sponsors. You will find more information about fundraising below.

Again in 2010, we will have jerseys and other gear available and it will be up to you to purchase these items. This year we have switched to Voler as the vendor giving us flexibility for ordering and payment. With them, we will have a larger selection of high quality team items that will last and are worth the investment.

This handbook should contain everything you need to know regarding registration, fundraising, training and participating in the 2010 Cape Cod Getaway. With that said, please do not hesitate to contact me or one of the TVR co-captains with any questions or concerns about anything in this and we can be reached using the info listed on the following page under contacts.

Just Keep Pedaling!

Cheers,
Michael

Captain, Team Velox Rota
Member, Board of Directors, Mass Bike

VELOX ROTA EVENT SCHEDULE 2010

While our main focus is to fundraise for the Cape Cod Getaway and the New England Chapter of the National MS Society, I encourage team members to participate in other events for training and fun. Some to watch for in 2010 are:

Date	Event
TBD	Team Social
May 1, 2010	MS Tour of the Vineyard, Martha's Vineyard (http://bikemam.nationalmssociety.org/site/TR/Bike/MAMBikeEvents?fr_id=9727&pg=entry)
TBD	Team Fundraiser
TBD	3 rd annual Velox Rota Hooky Ride, Plymouth to Provincetown with a boat ride home! (We were rained out for last year's 3rd, so I'm sticking with that number).
June 26th -27th, 2010	MS Cape Cod Getaway, Quincy to Provincetown
August 2010	Team BBQ
August 2010	North Shore Cyclists: Blazing Saddle Century (http://northshorecyclists.org/)
December 4 th , 2010	12 Bars of Xmas Holiday Pub Crawl (Fundraiser)

VELOX ROTA CONTACTS 2010

We are here to help you achieve your goals for the MS Cape Cod Getaway event, we want you to succeed and have an amazing time in the process. Whether you have questions about training, the ride itself, how to make your fundraising goals, or just want to chat, get in touch!

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REGISTRATION

You should register for the Cape Cod Getaway as soon as possible to secure your spot. You can register online at www.nationalmssociety.org/mam/home/. Use the code “Team20” to receive a \$20 discount on registration. If you cannot register online, please let me know and I will send you a registration form (which can be downloaded from the same website).

TRAINING

For training, you know that nothing prepares you for riding a bike like actually riding a bike. For the winter, get into some spin classes to keep your cardiovascular endurance and muscles in shape. When spring arrives and the weather is better, it is OUTSIDE WE GO! I highly recommend regular training rides and both the North Shore Cyclists Sunday series as well as the Quad Cycle weekend loops with TVR team member Bobby Mac are fantastic options. These rides will get you outside and riding with people of your ability level. In addition, the Quad rides have a solid “No one get’s dropped” doctrine.

Again for 2010 our team-training calendar will be updated by Abby Heisler and she will send around emails for these rides so keep an eye out! In the meantime, keep working on your cardio base throughout the winter. SPIN classes are a great way to stay in shape but running, swimming, and other cardio classes are good too!

FUELING

FUEL BEFORE THE RIDE

Dinner the night before is the most important meal. This is the fuel your body will be running on in the morning. Yes, breakfast is very important as well, but what you eat 8 hours prior will be stored as muscle glycogen – a key fuel source. Please try to drink 3-4 (20-24 ounce) bottles of a sports drink per day on Thursday and Friday. This will set you up for great success on Friday.

DURING THE RIDE

Caloric Intake: The amount of food and hydration necessary during a 6.5 hour ride can vary from person to person. Considering a more endurance-type pace, I would recommend between 100 and 150 calories per hour per rider. This is fairly easy to get. A serving of Gatorade has 50 calories (8-ounces). Since the average water bottle holds between 20-24 ounces, 1-bottle per hour usually gets you pretty close. In addition, I recommend consuming one 150-200 calorie sports bar every 2 hours. I usually break the bar in half before I place it in my pocket so it is easier to deal with on the road. Also, there will be rest stops approximately every 12 miles so you can refuel with snacks and water as needed although it’s probably not necessary to stop every time. There will also be a lunch stop on both days of the ride with sandwiches and other food available.

Water and Hydration: Drinking 1 (20-24 ounce) bottle per hour is strongly recommended. Please do not drink JUST water. Water (minus the electrolytes) is not the best for hydration. It is the electrolytes found in sports drinks that are the transport

mechanism for O₂ into the body's cells. Water alone may not be absorbed efficiently and cause dehydration even when consumed in large amounts.

CAUTION: Be careful when introducing new foods and drinks the day of a big ride. Fueling properly is “learned”. You may need to experiment with different options (DAYS before) until you find what works for you. Use your training rides as practice!

AFTER THE RIDE

Please be sure to eat something substantial (the equivalent of a meal) within 30-45 minutes after the ride. During this timeframe the body is more readily able to restore hydration, fuel and nutrients to your muscles. I'd hate to see your evening plans ruined because you fell asleep on your plate. Also, you'll want to have plenty of energy available for the Velox Rota dance party on the ferry ride home!

CAPE COD GETAWAY EVENT TIMELINE

The ride starts at Marina Bay in Quincy at 7:00 a.m. and ends in Provincetown on Cape Cod on Sunday afternoon. We then take a boat (or a bus or a method of your choice) from Provincetown back to the Quincy parking lot where we started.

To give you an idea of the event itself, a general itinerary for a two-day rider:

Saturday, June 26th

Ride Start: We meet in Quincy on Saturday morning around 6:00 a.m. for team photos. It's important to get there early. We always run out of time during the morning of day one of the ride. You will receive directions and morning-of details as far as parking, rider drop-off, and final check-in for the ride from the MS ride coordinators well in advance of the big day.

6:00 am	Arrive Quincy Bay Marina to MS Cape Cod Getaway ride start
6:00 – 6:45 am	Unload bike, double-check gear Final check in with ride coordinators Drop-off overnight bag to MS truck for transfer to Maritime Academy Coffee, bagels, water, sports bars available for breakfast TEAM PHOTO
6:45 am	Line up for opening ceremonies in the designated team coral
7:00 am	Velox Rota rides out as a team

Route: On Saturday you will have the option of doing either a 75 or 100-mile route (a century). We will have team members doing both so it's your decision entirely. If you have never done such an event before, I strongly recommend the 75-mile route for your first time. The total mileage for the two days is either 150 or 175 miles depending on your Saturday choice.

- 1:00 pm – 4:00 pm Riders arrive Mass Maritime Academy (to cheering crowds!)
 Store bike on provided racks; check in and receive overnight
 accommodation package, info for the next day
 Head to the team tent or directly to your accommodation for the
 night to have a shower and change
- 4:00 – 9:00 pm Music, dinner, beer, complimentary massages
 General festivities at the Velox Rota team tent (Margaritas,
 anyone?)

Accommodations: Like in previous years, there will be accommodations available at the Mass Maritime Academy in Buzzards Bay on Saturday evening. If you choose this option, be sure to indicate your affiliation with Velox Rota so we can all stay on the same floor. Additional options include a cot in the gym and camping on the grounds of the MMA if you prefer. As another option you can book a hotel room at a local inn or B&B, I recommend you do it ASAP as those book up very quickly.

Sunday, June 27th

- 4:15 – 6:30 am Breakfast; Drop off Overnight Bag; Gear up for the day
- 5:00 am – 7:30 am Ride out (must cross the Bourne Bridge by 7:30)
- Noon – 2:30 Riders finish 150 miles and arrive Provincetown welcome area
 Load bike onto transfer truck for return to Quincy
 Shower, change, check bag onto transfer truck
 Register for next year's ride!!!
 Meet up with teammates for food, beverages, fun

Return travel: As for getting home from P-town, I highly recommend opting for a spot on the ferry/party boat home. It will be a chance to participate in the first annual Velox Rota dance contest and bond with your teammates. If boats are not your thing, the MS Society also provides buses back to Quincy and you are always welcome to provide your own transportation back as well.

- 4:00 pm Ferry departs Provincetown
 Velox Rota dance contest
- 7:00 pm Arrive Quincy
 Pick up bike, bag and head home

Packing List: We have included a suggested packing list for the ride (see page 14).

TEAM GEAR

Gear: New for 2010 we are switching our vendor to Voler! By switching, we are given the opportunity to buy our individual kits from a secure website and pay there. This will remove Michael from the chain of custody for cash and allow you to use your credit / debit card.

This year's kit will display the logos of the Team Velox Rota corporate sponsors (whom I hope you all will help me find). It is not a team requirement that you buy this kit – ***it is optional***. However, if you can swing the cost, you will enjoy wearing the team gear and it'll be great to have colorful Velox Rota representation during the ride itself.

For 2010, the costs for gear are as follows:

Jersey (Short Sleeve)	\$53.00 (+ shipping)
Shorts	\$65.00 (+ shipping)
Bibs	\$69.00 (+ shipping)
Wind Shell Vest	\$46.00 (+ shipping)
Thermal Vest	\$84.00 (+ shipping)
Arm Warmers	\$24.00 (+ shipping)

We need to order our team gear by no later than May 1st, 2010. If you want to place an order, you will need to visit our team page on the Voler website, fill out the web order form and pay using their safe and secure payment portal.

Also, feel free to order more than one of any item. Some people like to order two pairs of shorts so that they have a clean pair for the second day of the ride.

Long sleeve items can also be purchased including jerseys and jackets. Any item we decide to order will need to have a 15 piece minimum per group. **(Example: long sleeve jersey, jackets, and arm warmers are all in one group so we need to order at least 15 pieces to get the deal).**

TEAM DISCOUNTS

New to 2010, we have Quad Cycles in Arlington, MA as our team bike shop. As a member of TVR you will receive:

- 20% discount on all items in the store except bicycles and labor
- Special pricing on bicycles based on store inventory
- A free maintenance clinic to be conducted the night of our Kit Sizing event (date TBD)
- In addition, Quad has a fantastic training ride group every Saturday and Sunday throughout the year led by TVR member Bobby Mac (check our team calendar). Best part? No one gets dropped!

CREATING YOUR PERSONAL FUNDRAISING WEBPAGE

1. Find the “My Participant Center” link on the MS New England website (www.msnewengland.org)

National Multiple Sclerosis Society - Central New England: Home Page - Windows Internet Explorer

http://mam.nationalmssociety.org/site/PageServer?pagename=MAM_homepage&is_Affiliate=MAM_

File Edit View Favorites Tools Help

National Multiple Sclerosis Society - Central New ...

NATIONAL SITE | [ABOUT MS](#) | [LIVING WITH MS](#) | [TREATMENTS](#) | [RESEARCH](#) | [NATIONAL NEWS](#) | [FOR PROFESSIONALS](#)

[Login](#) | [Create an Account](#)

MS
National
Multiple Sclerosis
Society
Central
New England
Chapter

Contribute online or
send donations to:
PO Box 845945
Boston, MA 02284-5945

101A First Avenue, Suite 6
Waltham, MA 02451-1115
phone: 781-890-4990
800-344-4867
fax: 781-890-2089
communications@mam.nmss.org

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JOIN THE MOVEMENT

[Donate](#) [Volunteer](#) [Contact Us](#)

JOIN THE MOVEMENT TODAY!

[Learn about Multiple Sclerosis](#)

challenge walk **bike**

walk **run**

Log into your Participant Center here the first time.

[My Participant Center](#)

[Donate to a Walker, Cyclist, or Runner](#)

Upcoming Fundraising Events

[Savor the Flavors](#)
Worcester
January 28

Scholarships

Shop at the Bike MS Store
on sale - \$30

What's New

- [The Accidental Advocate](#), January 14
- [Winter Teleconference Series](#)
- [MSConnection Winter issue](#)

http://www.nationalmssociety.org/about-multiple-sclerosis/index.aspx

2. Next, select the type of event you are participating in: Cape Cod Getaway is a Bike MS Ride.

The screenshot shows a web browser window displaying the National Multiple Sclerosis Society website. The browser's address bar shows the URL "National Multiple Sclerosis Society - Central New ...". The website's navigation bar includes links for "NATIONAL SITE", "ABOUT MS", "LIVING WITH MS", "TREATMENTS", "RESEARCH", "NATIONAL NEWS", and "FOR PROFESSIONALS". A "Login | Create an Account" link is also present.

The main content area features a large banner with the text "JOIN THE MOVEMENT" and a background image of hands clasped together. Below the banner are three buttons: "Donate", "Volunteer", and "Contact Us".

The "Participant Centers" section is highlighted with a red box and a red arrow pointing to the "Bike MS Rides" link. The text "Select 'Bike MS Rides'" is written inside the red box. The "Participant Centers" section includes the following text and links:

Participant Centers

Click on your event below to log in to your Participant Center.

- [MS LifeLines MS Walks and Journey of Hope](#)
- [Bike MS Rides](#)
- [MS Challenge Walk](#)
- [Other Events](#), including Boston Marathon, Falmouth Road Race, and MS Auto Rally

The left sidebar contains a list of links, each preceded by a small square icon:

- Chapter Calendar
- What's New
- Client Programs
- Events
- Advocacy
- Donate
- Tribute & Memorial Funds
- Volunteer
- Library & Literature
- About This Chapter
- Contact Us
- Login

3. Log into your account using the password you set up for your last event or create a new account if this is your first time.

National Multiple Sclerosis Society - Central New England: - Windows Internet Explorer

http://mam.nationalmssociety.org/site/UserLogin?NEXTURL=PageServer?pagename=BIKE_MAM_Center

File Edit View Favorites Tools Help

National Multiple Sclerosis Society - Central New ...

NATIONAL SITE | ABOUT MS | LIVING WITH MS | TREATMENTS | RESEARCH | NATIONAL NEWS | FOR PROFESSIONALS

[Login](#) | [Create an Account](#)

MS
National Multiple Sclerosis Society
Central New England Chapter

Contribute online or send donations to:
PO Box 845945
Boston, MA 02284-5945

101A First Avenue, Suite 6
Waltham, MA 02451-1115
phone: 781-890-4990
800-344-4867
fax: 781-890-2089
communications@mam.nmss.org

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[About This Chapter](#)
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[Login](#)
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JOIN THE MOVEMENT

[Donate](#)

UserLogin

Enter your user information here...

Create a new account here...

...or get your forgotten info here.

Enter User Name and Password

* = Required Fields

* Username:

* Password:

☒ Remember My Username and Password

[Log In](#)

Forgot Password?

* = Required Fields

* Username:

[Give me a hint](#)

Email me my Password

* = Required Fields

* Username:

* Email (you registered with):

[Send Password](#)

Are you a new user?

[Create an account](#) to receive personalized content and stay informed with the latest information about multiple sclerosis and the National MS Society.

What if I've forgotten my Password?

When you initially registered, you may have specified a Password. You can click the labeled 'Give me a hint' to jog your memory.

If you still can't remember your Password, we can email it to you. Just provide us with your Username and

4. Once you're signed in select the Cape Cod Getaway from your events.

The screenshot shows the National MS Society - Bike Event: Bike MS Participant Center in a Windows Internet Explorer browser. The address bar shows the URL: http://bikemam.nationalmssociety.org/site/PageServer?pagename=BIKE_MAM_Center. The page features a sidebar with navigation links and a main content area titled "My Participant Center".

Navigation Links (Left Sidebar):

- Home
- Register
- Donate/ePledge
- Volunteer
- Event Details
- FAQs
- Event Sponsors
- My Participant Center
- Rides
 - Vineyard
 - Cape Cod
 - Manchester
 - Bordeaux
 - Berkshires
- Document Downloads
- Fundraising Tools
- Bike MS Store
- Training

Quick Links (Top Right):

- Register
- Donate/ePledge
- Participant Center

Welcome, Michael! (Top Right):

- [Click here if you are not Michael](#)
- [Click here to edit your account](#)

2008 MS Bike Rides

Event	Date
France - bike MS: Destination Bordeaux 2008	August 23-30, 2008
Massachusetts - bike MS: Bike and Hike the Berkshires 2008	September 27, 2008
New Hampshire - bike MS: Manchester Bike Ride 2008	August 9, 2008

2009 MS Bike Rides

You are registered for these events:

Event	Date
Massachusetts - bike MS: Cape Cod Getaway 2009	June 27-28, 2009

Other events:

Event	Date
Massachusetts - Bike MS: Ride The Vineyard 2009	May 2, 2009

Annotation: A red circle highlights the "Massachusetts - bike MS: Cape Cod Getaway 2009" event, and a red arrow points to it from a text box that says "Select the CCG 2009 option if you have more than one."

5. When you get to your Cape Cod Getaway page, simply select your personal page and then open it for editing. Once you're there go wild and get creative! If you have any questions regarding this process Erin Sunderland has offered to assist and she can be contacted via email at elsunderland@gmail.com.

The screenshot shows the National MS Society - Bike Event website in a Windows Internet Explorer browser. The address bar shows the URL: http://main.nationalmssociety.org/site/TRC/Bike/MAMBikeEvents?pg=peditor&fr_id=9592&px=1876577. The page features a blue header with the MS logo and a sidebar with navigation links. The main content area displays the 'Personal Page' editing interface. Red annotations highlight key steps: a red circle around the 'Personal Page' icon in the top navigation bar, a red box around the 'Personal Page' icon in the sidebar, a red box around the '2. Edit the content of this page.' step, and a red box around the 'Click here to open this page for editing.' link. A red arrow points from the 'Personal Page' icon in the sidebar to the '2. Edit the content of this page.' step. A red box contains the text: 'Once you've signed into your CCG 2009 go to your Personal Page.' Another red box contains the text: 'To enter your personal information, open your page for editing. Be sure to have a good picture ready!'. The 'Personal Page' icon in the sidebar is also circled in red.

Quick Links

- Register
- Donate/ePledge
- Participant Center

Welcome, Michael!

[Click here if you are not Michael](#)

[Click here to edit your account](#)

Home

Register

Donate/ePledge

Volunteer

Event Details

FAQs

Event Sponsors

Team List

My Participant Center

Rides

- Vineyard
- Cape Cod
- Manchester
- Bordeaux
- Berkshires

Document Downloads

Fundraising Tools

Bike MS Store

Training

Participant Center

Personal Page

Address Book

Progress

My Team

What should I do next?

[Help me get started](#)

You should invite your friends to visit your personal page and either join your team or make a donation to support you. [Send email invitations](#).

Your personal page is a web page where your friends can visit and support this cause and sponsor you by making an donation to personalize your page.

1. Design the look of this page.

Select a [layout template](#) for this page:

Select a [style to change your font and color scheme](#): Default

2. Edit the content of this page.

[Click here to open this page for editing](#).

3. Save your changes.

Save my changes

Refresh preview

Return to Participant Center

To enter your personal information, open your page for editing. Be sure to have a good picture ready!



PACKING LIST



Bike Stuff

- ☐ Bicycle (Tuned up and ready)
REQUIRED
- ☐ Rider Numbers and Wristbands (Will be issued out at check in) **REQUIRED**
- ☐ Helmet **REQUIRED**
- ☐ 2 x water bottles (one H₂O, one Gatorade) **REQUIRED**
- ☐ 2 x Water bottle cages (on bike)
- ☐ Mini hand pump (recommended)
- ☐ Saddle bag (under seat)
 - ☐ Extra Tube
 - ☐ Tire Levers
 - ☐ Mini tool (for quick adjustments)
- ☐ Bike Shoes (if using clip-less pedals)
- ☐ Bike Gloves
- ☐ Charger for Garmin (BARRY...)
- ☐ Plastic bag to cover bike seat on Saturday night for condensation (grocery bag is good)

Clothing

- ☐ 2 x Bike Shorts
- ☐ Jersey (wash out over night for second day, bring a different shirt, buy a team jersey or raise > \$1500 for special VIP jersey)
- ☐ 2 x riding socks
- ☐ Pajamas for Saturday night pajama party in the VR Hospitality Tent (sweatpants/shorts & T-Shirt)
- ☐ 2 x set of comfortable clothes (for Saturday party and boat ride Sunday)
 - ☐ shorts / pants
 - ☐ Shirts
- ☐ Sandals / shoes for Saturday party and Sunday boat ride)
- ☐ Unmentionables (NO "chip & dales" thongs allowed at the dinner table)
- ☐ Windbreaker / Sweatshirt

Overnight

- ☐ Pillow
- ☐ Shower Shoes (Flip Flops)
- ☐ Shower kit
- ☐ Towels (light, quick-dry camping ones work well)
- ☐ Travel alarm clock

MISC

- ☐ Medication
- ☐ Allergy
- ☐ Aspirin (for Sunday morning after party)
- ☐ Motrin / Ibuprofen
- ☐ Naproxen sodium /Aleve
- ☐ Kettle one/Redbull (if you swing that way)
- ☐ Cell Phone & Charger
- ☐ ID for bars/boat ride
- ☐ Sun glasses
- ☐ Lip balm
- ☐ Rain poncho / jacket (**you never know**)
- ☐ **SUN TAN LOTION** (Sweat proof "Sport" variety)
- ☐ Chamois Butt'r (Name brand for cream to avoid chafing from riding all day) (**OH YEAH!!**)
- ☐ Back Pack for boat ride back (sneaking on beers from P-town packy...)
- ☐ Camera (**ABSOLUTE MUST!** I WANT LOTS OF PICS!)
- ☐ Plastic Bags for dirty/wet clothes (you just never know)
- ☐ Cash for Drinks on the boat for team captain and any souvenirs / drinks / food in Provincetown.

FUNDRAISING

This is why we do what we do. It's all to raise money to benefit our local New England Chapter of the National Multiple Sclerosis Society. This, in turn, aids so many of our friends, family and neighbors who are fighting on the front lines against this horrible disease. The National MS Society is the largest private donor of research monies for the study and treatment of MS in the United States. MS is a chronic disease of the central nervous system which is not curable. It typically strikes people between the ages of 20 and 40. MS can result in lifelong physical and emotional problems, ranging in severity from numbness to paralysis and blindness.

MS is a terrible disease. I began my crusade against this disease when a close friend was diagnosed back in 1994. After that, I've come to know others who are fighting against it. Some of your other team members also have family members and friends struggling with MS or even fight it them selves. To help these people our team has brought over \$165K to the battle and with your help, we'll continue to bring in more every year!

With that in mind, we do not set individual fundraising goals for each team member but rather a team total for us all to work towards. Everyone does his or her best to raise money (although there is an individual minimum of \$500 for the ride set by the National MS Society). If you cannot meet the minimum, we will work to help you. It is more important that you ride with us. However, you will find out that it is easy to raise a lot more money with a little effort.

Our goal in 2010 is to raise \$100,000. I have every confidence we can do it with a little hard work.

COMPANY SPONSORSHIPS

First, we raise money by soliciting company sponsors. You should first contact your employer, companies you do business with, and companies where your family and friends work to solicit a corporate donation. For a minimum donation of \$250, we will put the company's logo on our team gear (jersey/shorts), our website, and all of our emails. It's great exposure for the companies and a way for them to get a tax-deductible marketing campaign. Many companies are gladly willing to give more than \$250 so encourage them to write a larger check. New for 2010, we have a sponsorship brochure on the team website's Rider Resources page. Use this to answer specific questions and if you would like some help, drop Michael a line. He LOVES this stuff.

The more money a sponsor gives us the better placement it gets on our jerseys and shorts so use that as added incentive. Again, every dollar the sponsors donate goes to the National MS Society. The National MS Society also has an excellent reputation regarding channeling money to research and programs and not to big salaries of their staff. The Central New England Chapter, which runs the CCG, routinely spends only 13% of its fundraising on administration which means that 87% of the money we raise goes directly to the cause.

We need to identify our sponsors and collect their camera-ready logo art by no later than **April 12th, 2010** in order to order our jerseys. It's a good idea to solicit your potential sponsors early in the year before they commit to other causes. Also let me know who you are thinking of contacting so we can be sure that we don't have multiple team members soliciting the same sponsor.

You need to fill out a Company Sponsor form (see page 17) for each sponsor and return it to me, together with the company's camera-ready logo art, by no later than **April 12th, 2010** or we can't get the company logos on the gear. You can also email the logos but they need to be VECTOR GRAPHICS for the jersey manufacturer to use. For individual sponsorships, you collect the money and send the checks directly to the MS Society together with your other donations. You get individual credit for the donations and TVR gets credit because you have registered as a member of our team. If you can get a team sponsor, work with one of the team captains to secure the specifics.

Please feel free to use the attached as a model solicitation letter to approach potential sponsors.

INDIVIDUAL DONORS

After hitting up your corporate sponsors, it's time to contact your colleagues, friends and family to solicit individual donations. I have used both email and regular mail to reach people. If you send a letter, consider enclosing a self-addressed, stamped envelope with your solicitation letter. Ask everyone – the worst they can do is say “No.”

Also, encourage people to also donate online. This is secure, easy and environmentally friendly! You should be able to access the National MS Society's ePledge system at (http://mam.nationalmssociety.org/site/TR?fr_id=4540&pg=pfind). You should include this link in your solicitation letter and instruct people to type in your name which will bring them to your fundraising page. Instructions for setting up a page begin on page 8. Again, please feel free to use the model solicitation letter to individual donors which I have also attached (on page 19). Remind people to ask for matching donations from their employers. All donations are, of course, **tax deductible**.

There are a lot of great ideas for fundraising out there. One team's most successful fundraiser gave prizes collected from local businesses to the highest individual donors. He also threw cocktail parties for his donors which were sponsored by several of his corporate donors. Be creative and when you can, try to provide incentive for people to donate. Another easy and creative way to fundraise is to hold an event at a local bar or restaurant (which we will also do as a team) or to see if bar/restaurant will donate a portion of their proceeds to the cause.

You can also find more fundraising information at the MS Society's website and when you've created your personal fundraising page. You can send your donations directly to the MS Society or you can hand them in the day of the ride. I have attached a form for you to keep track of your donations so that you can write thank you notes which is an extremely important part of the fundraising process.

We will also print up team thank you postcards which you can send to your donors. Keep track of their names and addresses (the form will help). I will have the postcards for you several weeks after the CCG. Remember to take lots of pictures during the ride and maybe we'll find one that would make a nice photo card!



CAPE COD GETAWAY MS 150
RIDE TO BENEFIT NATIONAL MULTIPLE SCLEROSIS SOCIETY

TEAM VELOX ROTA
JUNE 26 -27, 2010

COMPANY SPONSORSHIP FORM

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

TEL. NO.: _____

EMAIL ADDRESS: _____

Do you have a logo? (If so, please include camera-ready copy for jerseys preferably vector graphic.)

YES/NO (circle one)

If not, what do you want the jersey to say in order to indicate your sponsorship?
(Sample: Jane Smith Construction)

SPONSORSHIP: Minimum donation of \$250 (please make check payable to "National MS Society"). This is a tax deductible donation to a 501(c)(3) organization.

PLEASE RETURN FORM AND LOGO TO:

Michael L. Augustine
77 Wheatland Street #3
Somerville, MA 02145

Email: mlaugustine@comcast.net

DEADLINE FOR SUBMISSION OF LOGO IS APRIL 12th, 2010



**Cape Cod Getaway Ms 150
Ride To Benefit the Central New England Chapter Of
The National Multiple Sclerosis Society**

**Team Velox Rota
June 26 -27, 2010**

Dear [Name of Potential Sponsor] or To Whom It May Concern:

Our team of over 50 riders from the greater Boston area is planning to ride in the Cape Cod Getaway, a two-day, 150-mile bicycle ride from Quincy to Provincetown, MA to benefit the National Multiple Sclerosis Society on June 26th and 27th. MS is a chronic disease of the central nervous system which is not presently curable. It strikes people between the ages of 20 and 40, and you likely know someone who has the disease. MS can result in lifelong physical and emotional problems, ranging in severity from numbness in limbs to paralysis.

With your help, we could come one step closer to finding a cure for this disease. Our team is looking for corporate sponsorship and we thought of you as a potential candidate. Last year, we raised over \$70,000. This year we hope to exceed this figure. The cost of a company sponsorship is a minimum donation of \$250. We intend to publicize your support by proudly displaying your logo on our cycling jerseys and identifying you or your company in our press releases and on our website with your permission. It's important to know that every dollar we raise goes to the National MS Society and we will pay for the cost of our team jerseys ourselves. We hope to generate positive press coverage and we intend to use every possible opportunity to publicly thank our sponsors.

If you are interested in sponsoring the team, please call or email me or return the attached form with your contribution included as soon as possible. Checks should be payable to "National MS Society". Lastly, please include a camera-ready copy of your logo or if sending electronically be sure that the logo is in a vector format as required by the manufacturer. If you do not have camera-ready art, our supplier will craft something to indicate your support to be placed on our jerseys. The deadline for submission of logos is April 4, 2010. Thank you for your support.

Sincerely,
[Your Name]



Dear Friends and Colleagues:

I am riding this summer with my team in the Cape Cod Getaway, a two-day, 150 mile bicycle ride from Quincy to Provincetown, to benefit the National Multiple Sclerosis Society. Last year, my team had over 60 riders and raised over \$70,000. This year, we hope to have 100 riders and raise at least \$75,000.

The National Multiple Sclerosis Society is the largest private donor of research monies for the study and treatment of MS in the United States. MS is a chronic disease of the central nervous system which is not curable. It typically strikes people between the ages of 20 and 40. MS can result in lifelong physical and emotional problems, ranging in severity from numbness to paralysis and blindness.

I can personally speak to the serious effects of MS. **[Insert your connection to MS]** I am devoting this summer to raising money for the National Multiple Sclerosis Society to find a cure for this crippling disease. I am writing to please request your sponsorship in the Cape Cod Getaway which will take place on June 26-27.

You can send your donation checks to me made payable to “The National MS Society” at **[address]**. Alternatively, you can pledge online by going to www.nationalmssociety.org/mam/home/ and selecting Donate/ePledge. You can then search for my name and make a secure donation with your credit card. Thank you for your generosity. Please also support our sponsors who have donated generously.

Sincerely,
[Your Name]

SPONSOR DONATION SHEET

TOUR: _____

CYCLIST'S NAME: _____ TELEPHONE: _____

CYCLIST'S TEAM NAME & CAPTAIN: Velox Rota / Michael Augustine

[illegible]



WITH



JUST KEEP PEDALING!