

# RIDE FOR FREE

## RIDE DAY PROGRAM

Production Overview for Providers



MOTORCYCLE SAFETY FOUNDATION

**RIDE**  
**DAY**

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Motorcycle Safety Foundation RIDE Day is an open house at MSF-approved locations. It offers a fun and positive introduction to motorcycle rider training and can feature two activations:

» **MOTO Intro** for non-riders

» **SKILLS Check** for riders with previous experience



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# RIDE DAY PROGRAM

## PARTICIPANT BENEFITS

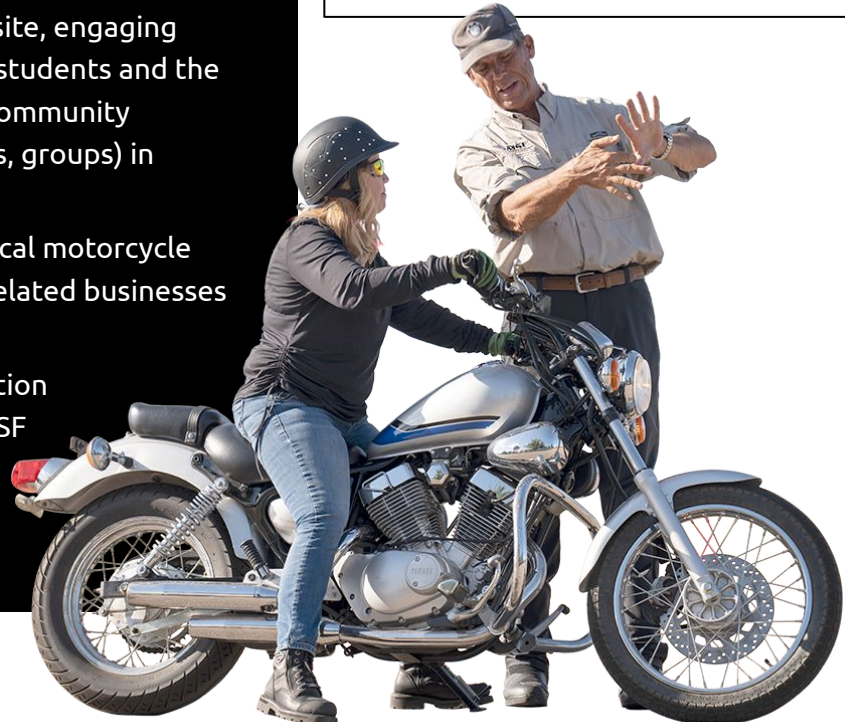
- No-pressure, no-hassle environment to try a motorcycle or check your riding skills
- Appropriate motorcycle, range, coaching, helmet and gloves all provided
- An easy, fun way to get a taste of rider training
- On-motorcycle activities are run by MSF-certified coaches
- We recommend hosting RIDE Days as a free event for participants

## SPONSOR/PROVIDER BENEFITS

- Promote your site, engaging with potential students and the motorcycling community (including clubs, groups) in your area
- Partner with local motorcycle dealer(s) and related businesses in your area
- Drive participation in upcoming MSF RiderCourse offerings



[Watch Coach RIDE Day Overview](#)



# AN INVITATION TO YOUR OPEN HOUSE

Motorcycle Safety Foundation RIDE Day is an open house at MSF-recognized range locations. RIDE Day events feature two MSF-based features — **MOTO Intro** and **SKILLS Check**. These can be presented together (range space permitting) or as two separate RIDE Day events.



**MOTO Intro** is designed as a ‘first ride’ experience, allowing participants to try riding without any of the typical obstacles that make a first experience difficult. This is conducted by MSF certified coaches.



**SKILLS Check** is for current, licensed riders, on their own motorcycle, riding an MSF-based exercise. This allows them to evaluate their own skills and receive feedback from an MSF-certified RiderCoach.

*Coaches are not training riders, rather introducing them, in a friendly way, to the benefits of formal training.*





# KEYS FOR SUCCESS

- Conclude on-motorcycle activity with next steps for future rider training.
- Keep it casual, fun, and positive – allow the sampling of motorcycle riding and rider training.
- Invite local powersport businesses to put up motorcycle, gear, or other relevant displays.
- Consider music, food trucks to enhance the overall experience.
- Invite local motor officers, motorcycle clubs, and other relevant organizations.

*Other elements such as music, food vendors, dealer displays recommended, but must be organized at a local level.*



*Keep it casual,  
fun, and positive!*

# MOTO Intro EXPERIENCE

A first-ride experience in  
30 minutes or less

Motorcycle, helmet, gloves,  
range and coach provided

Minimum range size of 80x100

Coach to participant ratio: 1 to 1

## What is the MSF RIDE Day MOTO Intro?

A free, 30-minute, event giving those curious about riding, a first-ride experience in a controlled, low-risk, and positive environment.

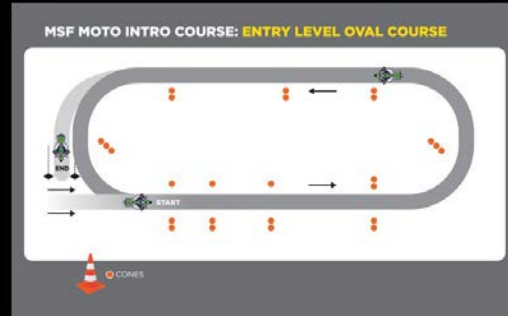
The overall aim is to have participants briefly experience their first motorcycle ride under the guidance of a MSF-certified coach. The MOTO Intro is a “First Experience” and exposure to proper rider training, not a learn-to-ride course.

## Who is the MOTO Intro designed for?

Anyone curious about motorcycling with little to no experience.

## What are the benefits for the participants?

- Free!
- A non-pressured, non-hassle, supportive environment to try motorcycling.
- Encouraging, positive and compassionate interaction with training professionals.
- Everything is supplied: Motorcycle, Gear, Coaches.



Drill set-up similar to BRC Drill 3, adjust to allow 20 feet of run-off space.



[Watch Coach MOTO Intro Overview](#)

# MOTO Intro EXPERIENCE

## **How much does a MOTO Intro cost?**

These are intended as a FREE event for participants.

## **How long does a MOTO Intro last?**

A session is about 30 minutes.

Session includes registration/waiver, gear-up, introduction and instruction, a riding experience, gear-down, and next steps.

Each event utilizes a set-up area for registration, a range, a gear-up and down area, and next steps area.

Depending upon Site/Sponsor preference, the event may be three-to-five hours, or all day.

## **What size motorcycles are recommended?**

A training motorcycle is recommended for use. Look for

- good size, seat-height, and weight for newcomer participants
- to allow participants to support the weight of the motorcycle
- passing of a Coach T-CLOCS inspection

## **May a rider use a personal motorcycle?**

Not for MOTO Intro

## **Can 3-Wheel Motorcycles be used?**

Different motorcycle types may be used, such as 3-wheel or 2-wheel. However, motorcycle types should not be mixed within a single session. Separate sessions for 3-wheel-only motorcycles may be conducted at any time.

## **What are some differences between a MOTO Intro, a BRC or DBS?**

*This is not a riding course.*

Similar to a BRC and DBS, range management and coaching/tutoring principles apply. However, little or no front-loading of controls, directions, or evaluation points occur.

MOTO Intro models DBS Ex #03 Action Step #04 for delivery, then quickly moves to Ex. #06. We introduce and instruct basic hand controls, then immediate application.

Unlike BRC or DBS, MOTO Intro does not address foot controls, sequences of procedures, or most coach signals.

## **What is the coach/participant ratio?**

A one-to-one ratio for introduction and instruction. Once participants begin riding, coaches typically move to manage path-of-travel.

## **How many coaches are needed for a MOTO Intro?**

For a one-to-one ratio, one coach per motorcycle/participant.

It is recommended to have at least four to manage corners as participants begin riding. Best practice is at least one additional coach beyond participant maximum.

# MOTO Intro EXPERIENCE

## **How many participants can partake at one time?**

Dependent upon the size of the MOTO Intro layout and design. Recommended session size is four to six participants or fewer.

## **How many MOTO Intro platforms can be placed upon a range?**

Dependent upon the size of the MOTO Intro layout and design. There may be room for only one platform, while other sites may be able to establish two on opposite ends of a training range.

The platform is similar in layout to BRC Ex.#03, however can be smaller in size.

## **Is there a formal classroom or formal test?**

No. There is no knowledge or skill testing for this first experience.

## **How will the MSF's Quality Assurance (QA) system work with the MOTO Intro?**

When established, a checklist and assessment form will be implemented.

## **Is there a minimum age for participants?**

Yes. The recommended minimum age requirement is 16 or older. Under 18 requires parent/guardian formal approval in writing.

## **Is insurance required?**

Yes. Adequate insurance must be provided to protect all parties involved. Sites/Sponsors should consider comprehensive, collision, medical (personal injury protection), and general liability, to exceed minimums required by the state and MSF. Program entities, participants, Coaches, and equipment must be adequately insured.

Ranges that use MSF insurance can contact Laurie Brehm at [LBrehm@MSF-USA.org](mailto:LBrehm@MSF-USA.org) for insurance options and information. If you use another insurer, contact them directly about special event coverage.

## **Are passengers allowed?**

No. Not for a first ride participant experience.

## **Are the requirements for personal protective gear the same as a BRC?**

Yes. Protective gear must include a DOT-compliant helmet, eye protection, long-sleeved shirt or jacket, and long pants, full-fingered gloves, and over-the-ankle footwear.

## **What is the approval process for hosting a MOTO Intro?**

There is no special or unique approval process. MOTO Intros are events conducted only at MSF-approved ranges.

## **Can a MOTO Intro be painted over a BRC range?**

By design, no painting is needed. Layout and cone placement can be paced-off to fitting and suitable dimensions allowing for an oval design, with multiple start/stop points, run-off, and staging area.



# MOTO Intro EXPERIENCE

## **Are materials/equipment needed to provide a MOTO Intro?**

Yes. Cones and signage to identify registration area, MOTO Intro area, and SKILLS Check area. Paperwork: Incident Reports and Waivers (General Release & Indemnification, and Covid). Protective Equipment: DOT-compliant helmets, and a recommended selection of loaner footwear, gloves, and eye-protection.

QR Code to allow for online registration and waiver completion (participants over 18)

## **What types of cones are used?**

Typically standard 2" or 3" cones are used for start/stop points. Some points may work better if using two or three cones to mark the visual cue, such as end turn points.

Larger traffic cones may be needed to separate areas.

## **When will a State/Site/Sponsor be able to implement?**

Sites/Sponsors can request support anytime. Support can include marketing materials and collateral, conference/video calls to discuss event needs and best practices, and possibly personnel to help with initial launch.

## **What do participants receive upon completion?**

This is for the state/site/sponsor to decide and provide. Suggestions include a pin, magnet, completion sticker, "next step" info, discount coupon for a class, or other promotions to cultivate excitement.

## **COACH**

### **Who can conduct a MOTO Intro?**

Currently active DBS Coaches and MSF RiderCoaches.

### **What is the selection process of a MOTO Intro Coach?**

Successful MOTO Intro Coaches are:

- *compassionate, considerate, and have a sensitive social approach*
- *balanced in humility, confidence, and resolve*
- *sincere and empathetic in their desire to help others*
- *calm and courteous, and enthusiastically provide encouragement*
- *inspiring, reassuring, patiently professional and polite*
- *compassionate in giving direction and timely tips*
- *creative and patient while engaging to motivate and reassure*
- *able to meet riders where they are (emotionally and physically) without pressure of a "pass vs fail activity" mindset*
- *able to demonstrate strong interpersonal skills: verbally helpful, tolerant, with active listening skills to be a patient help-agent*



# MOTO Intro EXPERIENCE

## **Does the MOTO Intro use the same principles as BRC or DBS?**

Yes. Like other MSF programs, the same principles of SAM (Safety and risk management, Adult/Accelerated learning, and Motor skills development) are honored.

## **Is tutoring a MOTO Intro different from DBS or BRC?**

Yes. Tutoring is helping participants become independent learners.

## **What range “exercises” are used?**

The layout is of similar pattern to BRC Exercise #03.

Coaches often assume they must conduct all of BRC Exercise #02 and #03. However, the MOTO INTRO experience, by design, does not address many of these controls or processes.

## **Are there Range Cards or a RiderCoach Guide insert?**

Not at this time.

## **Will a coach need to counsel-out a participant?**

It is possible. If a participant is a danger to themselves or others, has insufficient aptitude, or a tendency to panic, counseling out is suggested. Any counsel-out should be dealt with timely, with a concern for their safety and self-esteem.

## **TOP OF MIND CONSIDERATIONS**

- Be a welcoming, personable, friendly, and responsive coach
- Understand that participants may have had past experience(s) that were challenging or discourteous
- PATIENCE! PERSISTENCE! CALM-TUTORING! TOLERANCE!

## **RIDER MANAGEMENT TIPS**

- Less “is” more. Use fewer, better words.
- Do not say “PULL” (brake or clutch) as riders often pull on bar.
- Terminology impacts understanding and performance:
  - Clutch “EEEEEEAAAAAZE” to friction point
  - Throttle “ROLL-ON” / “ROLL-OFF” “Roll-On to GO/Roll-Off to SLOW”
  - Brake “SQUEEEEEZE” Squeeze-in fingers: 1, 2, 3, 4 (vs grab) “PUT BRAKE AWAY” when not in use.
- Never run in front of rider or try to “catch” them.
- “SQUEEZE the Clutch!” if uncomfortable/out-of-control.
- BRAKE: a smooth “SQUEEEEEZE” then “Put Brake Away”
- Tutor ‘lessons of opportunity’: Too much front load of techniques/strategies hinders experience.
- No details of shifting, posture, or countersteer
- Pull them out of path of travel if you need to talk to them.
- At end of session, stop riders in straight line.
- Coaches shut off bike. Ask riders to squeeze brake and dismount.
- Coaches then move bike to start point ensuring in neutral

# IMPROVING CURRENT SKILLS

A skills check experience in 30-minutes or less

Participant rides their personal motorcycle

Minimum range size of 80x100

Two coaches can manage multiple riders

## What is the MSF RIDE Day SKILLS Check?

A free event giving current riders the opportunity to try and practice some MSF curricula components in a controlled, positive environment. This is not a course or class. This is an opportunity to ride under the guidance of a certified coach.

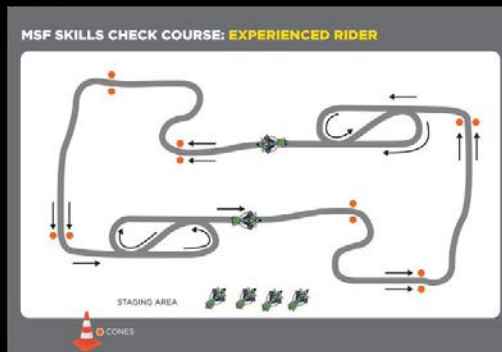
A common outcome may be a humbled realization that the rider isn't as skilled, or has lost some proficiencies.

## How is the focus of a SKILLS Check defined?

To provide a controlled, enjoyable practice session of multiple components of MSF curriculum; enabling the participant to realize the benefits of additional coaching or practice.

## Who is the SKILLS Check designed for?

Riders who have some experience or who have completed a Basic *RiderCourse*, on their own street-legal motorcycle.



Drill set-up similar to BRC Drill 9, adjust for full or compact range



[Watch SKILLS Check Overview](#)

# IMPROVING CURRENT SKILLS

## What are the benefits for the participants?

- Free!
- A non-pressured, non-hassled, supportive environment to assess their riding skills.
- Encouraging and positive, interaction with training professionals.
- Camaraderie with like-minded riders in an enjoyable setting.

## How much does a SKILLS Check cost?

These are intended to be FREE events for participants.

## How long does a SKILLS Check last?

Typically, each event is about a three to five-hours. Some may be all-day. Each event includes registration/waiver, gear-check, introduction and instruction, and practice time.

## What drill is utilized for SKILLS Check?

We recommend BRC Exercise 9, depending on the size of our range. Other exercises from the BRC, or BRC2 can be used, depending on the skills you are looking to have participants try.

## What motorcycles are used?

Personal street-legal motorcycles are suggested for use. Each motorcycle will be checked by a Coach before the event/session begins via completion of a T-CLOCS Pre-Ride Inspection checklist.

*\*If you doubt a motorcycle is safe, it can not be used. Training motorcycles may be provided for use.*

## Can 3-Wheel Motorcycles be used?

Different motorcycle types may be used, such as 3-wheel or 2-wheel. However, motorcycle types will not be mixed within a single session.

## What different between a SKILLS Check and a BRC?

Similar to a BRC, range management and coaching/tutoring principles apply. Brief riders to the components and path-of-travel.

Minimal front-loading, other than component name and explanation along with the path-of-travel, allow riders to attempt (and sometime struggle) with techniques and strategies.

Demo rides may be provided. After the circuit is running have riders join in when they are ready. The circuit begins at one of the start-gates for the U-Turn. Unlike a BRC, SKILLS Check does not focus on points, procedures, or signals. ***This is not a course.***

## What is the Coach/Participant ratio?

Recommendation of at least two Coaches-to-Riders.

# IMPROVING CURRENT SKILLS

## **How many Coaches are needed for a SKILLS Check?**

Two Coaches can host a SKILLS CHECK circuit. Positioning is key to range management. A Coach positioned at the start-gates for the U-Turn offers complete range view. A second Coach at Staging or as a Floater, within components, helps.

## **How many participants can partake at one time?**

Depending upon the circuit size and design, typically for each Stop and Pause point, a rider can be added.

## **How many circuits can be placed upon a range?**

One route is presented to allow a flow from start-to-finish. Circuit size and components vary depending upon range size.

## **Is there a formal classroom or formal test?**

No. SKILLS Check is conducted at a MSF recognized training site with no classroom, no knowledge or skill testing needed.

## **How will the MSF's QA system work with the SKILLS Check?**

When established, a checklist and assessment form will be implemented.

## **Is event insurance required?**

Yes. Adequate insurance must be provided to protect all parties involved. Sites/Sponsors should consider comprehensive, collision, medical (personal injury protection), and general liability, to exceed minimums required by the state and MSF. Program entities, participants, Coaches, and equipment must be adequately insured.

Ranges that use MSF insurance can contact Laurie Brehm at [LBrehm@MSF-USA.org](mailto:LBrehm@MSF-USA.org) for insurance options and information. If you use another insurer, contact them directly about special event coverage.

## **Is there a minimum age for participants?**

Yes. Minimum age is 16, under 18 requires parent/guardian waiver.

## **Are passengers allowed?**

Possible, however, not for the first few (screening) laps.

*\*Any doubt of rider skills or passenger risk, then a passenger will not be allowed.*

## **Are gear requirements the same as a BRC?**

Yes. A DOT-compliant helmet, eye protection, long-sleeves, long pants, full-fingered gloves, and over-the-ankle footwear required.

## **What is the approval process for hosting a SKILLS Check?**

None. The MSF RIDE Day SKILLS Check are conducted only at MSF recognized ranges.

# IMPROVING CURRENT SKILLS

## Are there new/distinctive materials/equipment needed?

Yes. Signage and Cones to identify registration area and SKILLS Check areas. Paperwork: Incident Reports and Waivers (General Release & Indemnification, and Covid). Cones to set-up circuit as designed. Training motorcycles, if interested in providing.

## What types of cones are used?

Typically standard 2" or 3" (small) cones are used directional markers/lanes, where (large) cones are used for Start/Stop and Pause-N-Go points. Larger traffic cones may be needed to separate activities.

## What do participants receive at the end?

This is totally up to the State/Site/Sponsor to provide. Suggestions include a pin, magnet, completion sticker, Next Step info, discount coupon for a class, or other promotions to cultivate excitement.

## COACH

### Who can conduct a SKILLS Check?

Active MSF RiderCoaches.

### What is the selection process of a SKILLS Check Coach?

As these one-to-one experiences are much more intimate than a course, character traits of successful MOTO Intro Coaches personify:

- *a compassionate, considerate, and sensitive social approach*
- *a balance in humility, confidence, and resolve*
- *a sincere and empathetic desire to help others*
- *calm and courteous, enthusiastically provide encouragement*
- *being inspiring, reassuring, patiently professional and polite*
- *providing compassionate control, direction, and tolerantly timely tips*
- *creative and patient engagement to motivate and reassure*
- *ability to meet riders where they are (emotionally and physically) without pressure of a "pass vs fail activity" mindset.*
- *the ability to demonstrate strong interpersonal skills: verbally helpful, tolerant, with active listening skills to be a patient help-agent.*

### Does the SKILLS Check use the same principles as a BRC?

Yes. Like other MSF programs, the same principles of SAM (Safety and risk management, Adult/Accelerated learning, and Motor skills development) are honored.

### Is tutoring a SKILLS Check different from BRC?

Yes. Tutoring is helping participants become independent learners.



# IMPROVING CURRENT SKILLS

## What range “exercises” are used in a SKILLS Check?

BRC Exercise #09 is the starting point. Other components may be added to the circuit. Always maintaining a 20’ buffer between components. The SKILLS CHECK experience, by design, does not address many of the processes or evaluation points. This is a ‘practice’ and not a ‘class’ or ‘course’.

Compact, Full-Size (partial), or Full-Size (complete range) circuits of typical curricula components have been designed and tested for effectiveness of rider experience and low-risk efficiency, and may include: U-Turn, Pause-N-Go, Slow-Ride, Curve, S-Turn, Weave, Turn-From-A-Stop, etc.

## Are there Range Cards or a RiderCoach Guide insert?

Not at this time.

## Will a Coach need to counsel-out a rider?

It is possible. If a participant is a danger to themselves or others, has insufficient aptitude, or a tendency to panic, counseling out is suggested. Any counsel-out should be dealt with timely, with a concern for their safety and self-esteem.

## TOP OF MIND CONSIDERATIONS

- Be welcoming, personable, friendly, and responsive coach
- Understanding that many participants may have had past experience(s) that were challenging or discourteous
- PATIENCE! PERSISTENCE! CALM-TUTORING! TOLERANCE!

## RIDER MANAGEMENT TIPS

- Coaching situational awareness: focus on (i) rider coming toward you; (ii) other riders, (iii) your Co-Coaches.
- Providing timely tips, “Less is more. Fewer, better words.”
- Tutor ‘lessons of opportunity’: stalling, grabbing front brake, eyes down, head-turns, use of rear brake, etc.
  - Too many tips of techniques/strategies hinders the experience.
  - Our goal is to entice and encourage the benefit of additional classes to become a life-long learner.
- If needing a “chat” with rider, pull them out of path of travel.
- Remember, being chatty... delays ride time and spoils experience. (Participants learn best by doing... not listening.)

# STEP-BY-STEP ACTIONS

## »» Prior to promo start

### PARTNER & PLAN

- Present event idea to your team and get their support
- Find partner(s) — local m/c dealers or others with an interest in riding
- Select date(s)
- Gather promotable database from partners, agree on event specifics to promote
- Divide tasks and costs

## »» 30-days out

### PROMOTE

- Local event listing, integrate into normal promotions, news release to media, local clubs, police departments, others
- Place posters, fliers, banners where people can find them
- Social media: Post through your business, partners' business, personal channels — make it easy to share
- Paid promos: social, local, however you can connect with relevant audience

## »» Week out

### LOGISTICS

- Waivers/QR codes for sign-in, other logistic items
- Other event features — food truck, bike displays, club displays, what can you add to engage people?
- Reminders to local clubs and others
- Check to ensure insurance, other elements in place
- Supply list and schedule: Who is doing what — check-in, MOTO Intro, SKILLS Check, etc.



### PRODUCE

- Check range, set up drills
- Set up registration, loaner gear area
- Water, refreshments ready
- Team meeting for final review
- Coaches help greet participants until needed on range — whole team to keep every element positive
- Thank you and offer options for next steps



# SHOWING PARTICIPANTS A GOOD TIME

FUNCTION	# of Staff	ROLE
<b>Welcome/Waivers</b>	1-2	Welcome guests, sign waivers, book time if needed, direct them to next step
<b>Gear Up/Down</b>	1	Help MOTO Intro participants with helmet and other gear
<b>Traffic</b>	1	Optional, but helps to engage participants and direct them
<b>MOTO Intro</b>	4-6	Coaches (RC or DBS) work 1-on-1 through on-motorcycle experience
<b>SKILLS Check</b>	1-2	RiderCoach(es) run SC drill
<b>Next Steps</b>	1	Dedicated team member to share upcoming courses, manage sign-ups and answer questions

Your team for RIDE Day activations can be a combination of MSF-certified RiderCoaches, *DirtBike School* Coaches and non-coach help. Key is to ensure everyone is friendly, welcoming, and ready to show participants a good time.

# WHAT'S INCLUDED

- MSF & RIDE Day Logos
- Event photos for use in social and other promotions
- Video assets – public-facing
- Video assets – overviews for your team and partners
- Customizable templates for event fliers, posters, and social media
- Event Waiver – QR code for those over 18, hard copy for those under 18
- MSF insurance – contact Laurie Brehm at [lbrehm@msf-usa.org](mailto:lbrehm@msf-usa.org)



## VIDEO PLAYLIST

1. [Motorcycle Safety Foundation Ride Day](#)
2. [MSF RIDE Day Overview](#)
3. [MSF RIDE Day Teaser](#)
4. [RIDE Day SKILLS Check](#)
5. [MOTO Intro](#)



*Sample  
RIDE Day  
Waiver*

# PROMOTE YOUR EVENT

## UTILIZE ASSETS MSF SUPPLIES

- Flier, poster, and social media post templates are customizable for your event information
- Work with local dealerships and businesses to reach potential participants

DOWNLOAD ASSETS



Flier  
5in x 7in



Poster  
11in x 17in



Social Media  
9:16 (1080px x 1920px)



Social Media  
4:5 (1080px x 1350px)



Social Media  
1:1 (1080px x 1080px)

Editable templates with designated space for event specific information.

# PROMOTE YOUR EVENT

## UTILIZED MSF-SUPPLIED ASSETS

- Use images and video to create social media posts for your and your partner channels
- Use built-in promotional tools to promote the event and grow social exposure



Flier  
5in x 7in



Poster  
11in x 17in



Social Media  
9:16 (1080px x 1920px)



Social Media  
4:5 (1080px x 1350px)

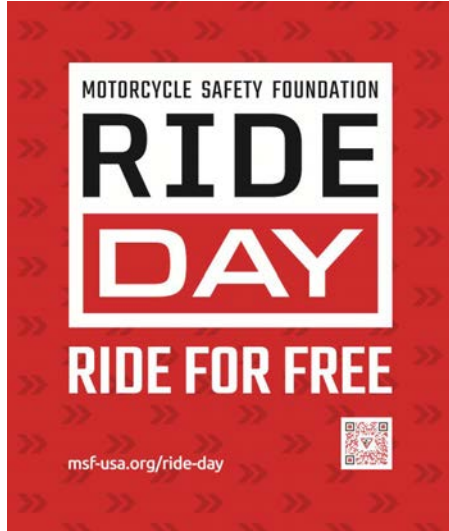


Social Media  
1:1 (1080px x 1080px)

Customized templates



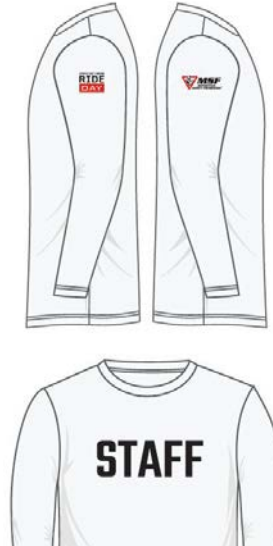
# GIVE-AWAYS



Banner



RIDE Day Stickers



Staff T-shirt



T-shirt

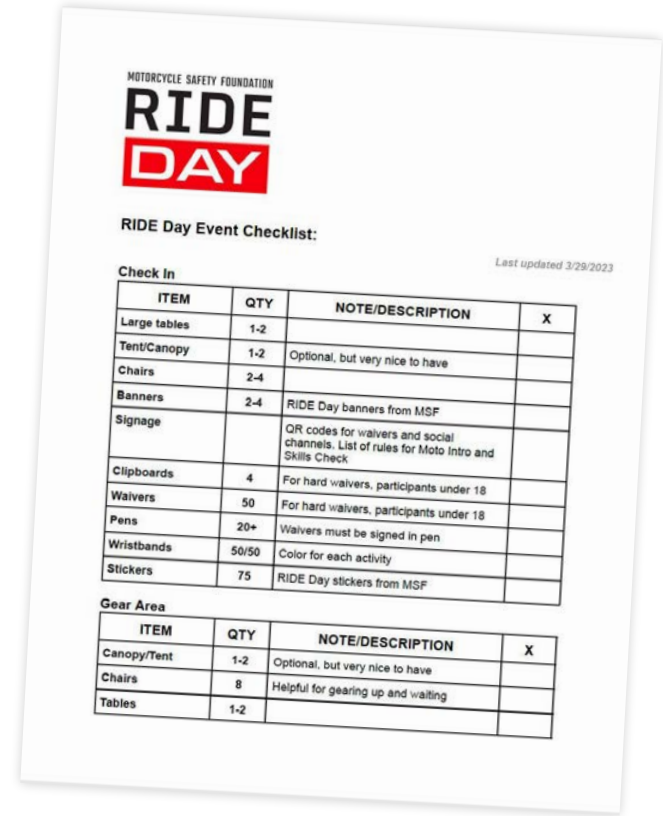


Hat/Cap

To order contact Corey Eastman [ceastman@msf-usa.org](mailto:ceastman@msf-usa.org)

# COVERING ALL ELEMENTS

- Review the full [document](#)
- All RIDE Day producers are welcome to use the event Checklist to help define roles and responsibilities among your team.



# TRACKING & SHARING

- Let Corey Eastman at the MSF [ceastman@msf-usa.org](mailto:ceastman@msf-usa.org) know how many participants attended and which activations they participated in.
- Have participants fill out post-ride survey.
- Event hashtags #MSFRideDay #motorcyclesafetyfoundation
- Include the database information into your regular communications plans.
- Follow participants on your social channels.
- Share participant database with partners after the event.
- Offer options for training at the RIDE Day event.
- Follow up with participants with a thank you email or phone call
  - Answer their questions
  - Offer additional training recommendations
- Let them know when additional RIDE Days are happening and ask them to share the information.

THANK YOU

