

RIDE FOR FREE

RIDE DAY PROGRAM



MOTORCYCLE SAFETY FOUNDATION

RIDE DAY

SCOTT SCHLOEGEL

Motorcycle Safety Foundation's
Acting President & CEO



Motorcycle Safety Foundation RIDE Day is an open house at MSF-recognized ranges. It offers a fun and positive introduction to motorcycle rider training and can feature one or both of these activations:

- **MOTO Intro** for non-riders
- **SKILLS Check** for riders with previous experience



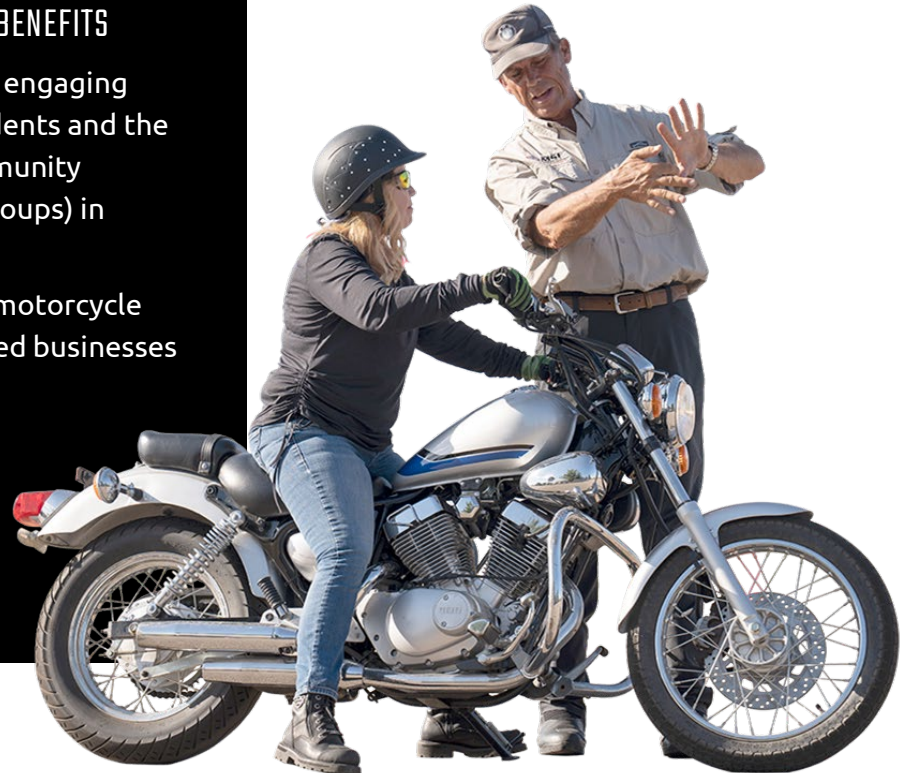
RIDE DAY PROGRAM

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



RIDE DAY DATA



EXIT SURVEY

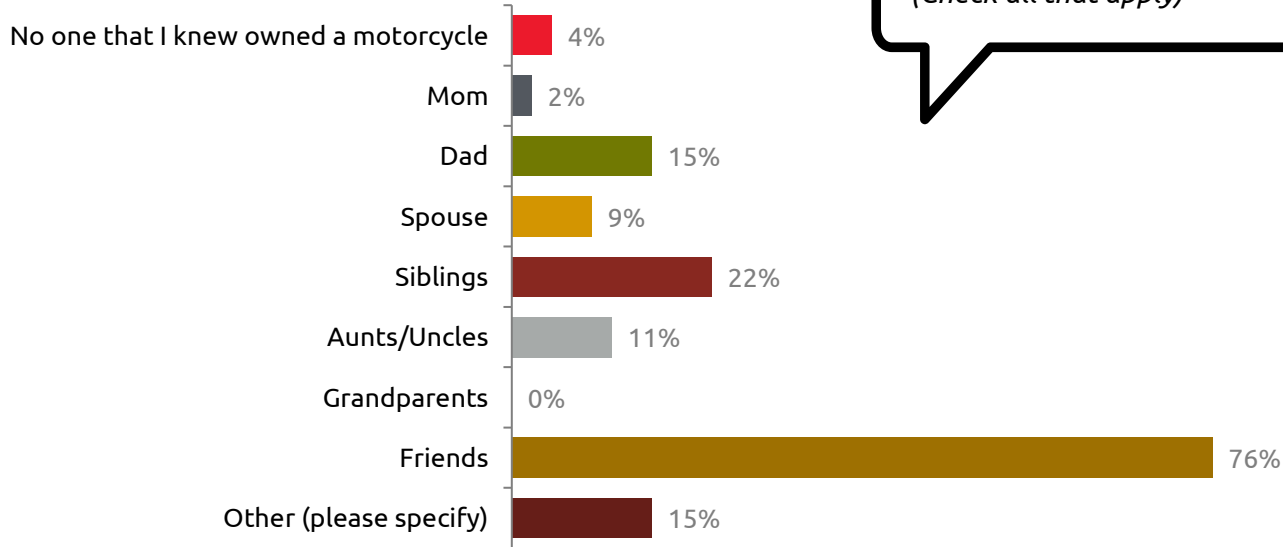
- 👉 95% of participants give the event a 5 out of 5 with regards to the quality of the overall experience.
- 👉 Social media is consistently cited as the leading source for learning about the event. This is followed by friends/family, then through dealers, signage, etc.
- 👉 90% of participants say they are extremely likely to take MSF based rider training.
- 👉 Friends and family are the leading influence for their interest in motorcycling.

30-DAY SURVEY

- 👉 32% of participants have signed up for some form of rider training (MSF or other).
- 👉 82% of those who have not yet signed up for training, still plan to.
- 👉 49% have visited a dealer or another motorcycle event since attending RIDE Day.
- 👉 92% have discussed motorcycling with family and friends since attending RIDE Day.
- 👉 79% have done additional research on motorcycling since attending RIDE Day.

RIDE DAY DATA – 1 YEAR SURVEY

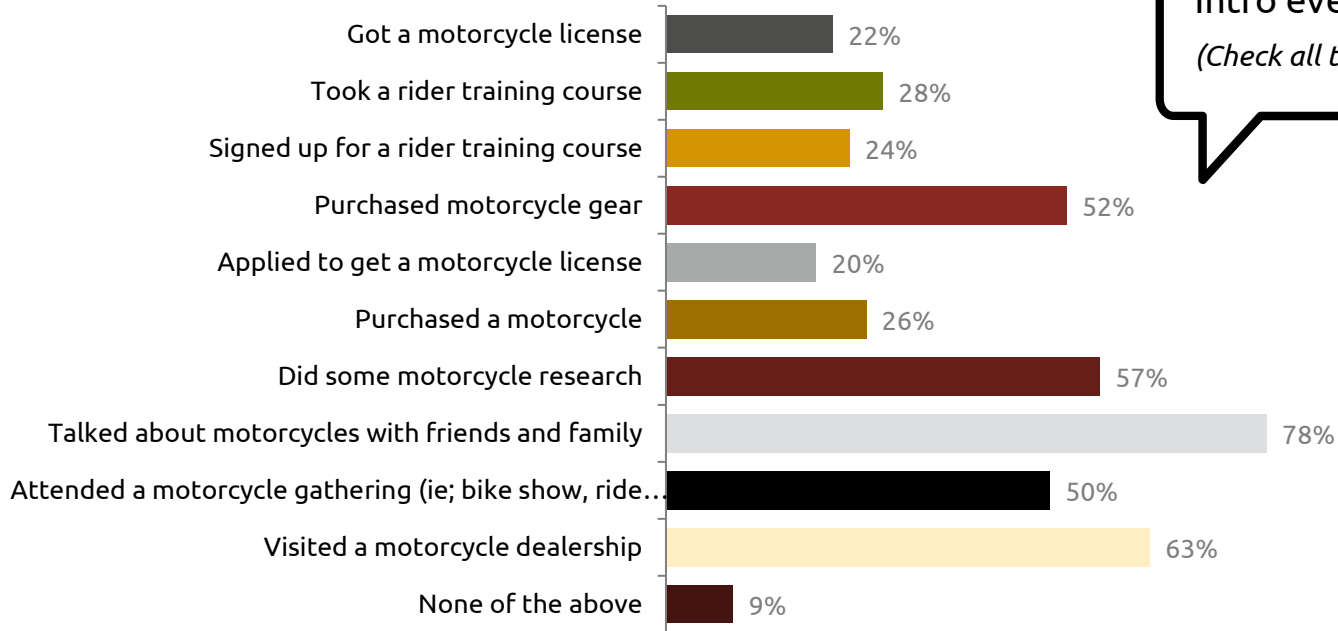
Prior to participating in RIDE Day,
who did you know that owns a motorcycle?
(Check all that apply)



RIDE DAY DATA – 1 YEAR SURVEY

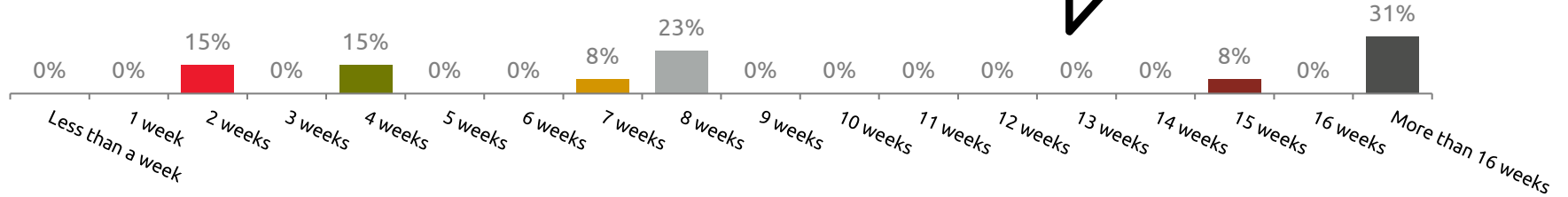
What motorcycle activities have you done since participating in the MOTO Intro event?

(Check all that apply)

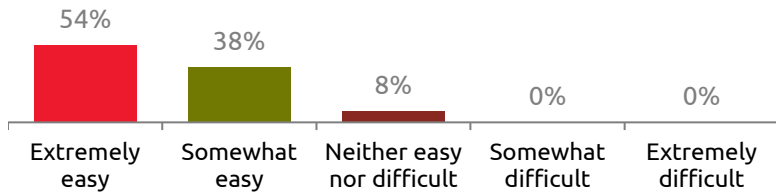


RIDE DAY DATA – 1 YEAR SURVEY

Approximately how many weeks after signing up for a rider training course is/was the course date?

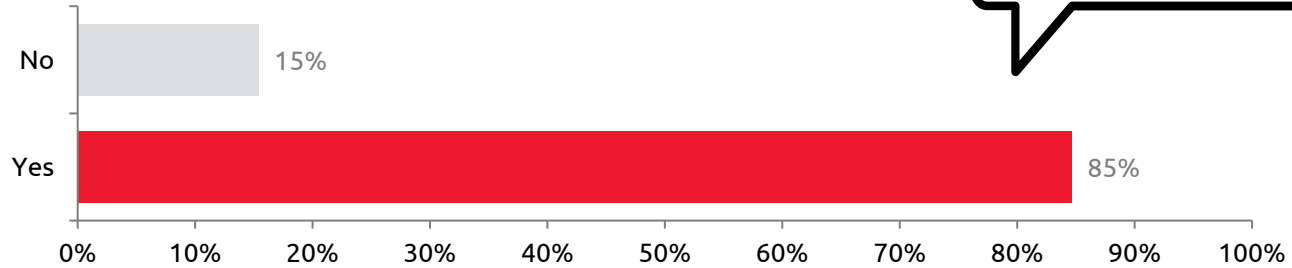


How easy was it to find information and enroll in the rider training course?



RIDE DAY DATA – 1 YEAR SURVEY

Were you able to complete the rider training course as part of earning a motorcycle license?



ARMENE PIPER



Owner & Lead
RiderCoach for Clutch
Motorcycle School

KIM HARRISON



General Manager
Coleman Powersports and
Power Ride University

TOOLS TO HELP YOU SUCCEED

Fill out the RIDE Day Event form to have your event listed on the <https://msf-usa.org/ride-day> landing page and promoted on the MSF social channels.

RIDE Day information for coaches, providers, and partners are all part of this coach/sponsor landing page.

<https://msf-usa.org/ride-day-program/>



DOWNLOAD PDF

Quick Links

- Program Defined
- MOTO Intro FAQs
- SKILLS Check FAQs
- Event Production Timeline
- Team Roles
- MSF-Provided Promotional Assets
- Event Marketing
- Event Checklist
- Follow-Up

The screenshot shows the MSF website header with navigation links: RESOURCES, STORIES, FAQ. The main navigation includes: START your ride, IMPROVE your ride, ADVANCE your ride. The page title is "RIDE DAY PROGRAM" with a subtitle "Production Overview for Providers".

The "FEATURE YOUR RIDE DAY EVENTS ON MSF WEBSITE" section includes a form with the following fields and options:

- Contact Name (with social media icons)
- Email
- Phone
- MOTO Intro (a "first ride" experience for participants to try riding a motorcycle)
- SKILLS Check (for current, licensed riders, riding an MSF-based exercise)
- Event Date
- Event Hours
- Location Name
- Address
- Note any special features
- Choose Files (No file chosen)
- SEND button

Below the form, it lists two activation options:

- >> MOTO Intro for non-riders
- >> SKILLS Check for riders with previous experience

The "SUBMITTED EVENTS" section features a calendar grid for the month of March, with columns for each day of the week. Specific events are listed:

- March 3: ARIZONA Desert Wind Harley-Davidson
- March 10: MOTO Intro
- March 10: SKILLS CHECK
- March 13: MOTO Intro
- March 14: MOTO Intro
- March 15: TEXAS RideNow Powersports
- March 15: MOTO Intro
- March 16: TEXAS RideNow Powersports
- March 16: MOTO Intro
- March 29: COLORADO Mile High Harley-Davidson
- March 29: MOTO Intro

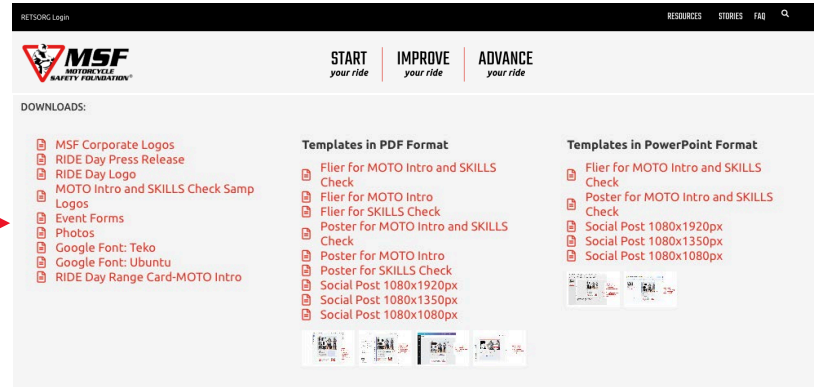
TOOLS TO HELP YOU SUCCEED

At the bottom of the page is a Downloads section with all sort of tools and collateral to help you produce your own event.

The first column are individual assets you can use to create marketing materials.

The second and third columns are templates (two different formats) you can use for social posts, flyers, and posters.

<https://msf-usa.org/ride-day-program/>



THE 3-PART SERIES CONTINUES

EPISODE 2

Promotions
How to Draw a Crowd

EPISODE 2 OF 3

TUESDAY, MAY 14
11AM PACIFIC

EPISODE 3

Attitude & Tools
Let's Do This

EPISODE 3 OF 3

TUESDAY, JUNE 4
11AM PACIFIC

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