

## PUBLICITY COMMITTEE

The Publicity Committee should work closely with the Hospitality Committee due to overlapping goals.

### Meet with RAGBRAI Staff

West & East February 21/22/23

### Chairperson's Role & Responsibilities

Advice from previous committee chairpersons of RAGBRAI overnight towns varies, but the top recommendation from all is to read the chapter pertaining to your committee. Familiarize yourself and your Co-chair (if you have one) with all the duties and responsibilities discussed in the handbook. Then educate your volunteers and co-workers about the content in your chapter. Reading the entire book is also recommended to eliminate duplication of effort among committees. Set up a budget immediately and establish a game plan. Then develop a timeline with specific completion dates for critical steps.

Keep these points in mind when conducting committee meetings:

- Have an agenda
- Keep meetings short, no longer than one hour
- Take minutes at each meeting
- Ask your Co-chair to attend
- Prepare for contingencies "What if?"

These are the overall responsibilities of a committee chairperson. And above all else-

**DON'T LET GREED BE THE MOTIVATOR. YOU SHOULD GET ALL AGREEMENTS IN WRITING. A COPY OF ALL AGREEMENTS SHOULD BE FORWARDED TO THE TREASURER.**

The Publicity Committee is one of the most important committees of your organization. The first thing the Publicity Chair should do is to pick four outstanding sub-committee chairs to head the following divisions of the Publicity Committee:

1. Marketing/Media
2. Speakers' Bureau
3. Signage
4. Maps

These sub-chairs should be well known, community-minded residents who are good people motivators. The Publicity Chair and the four sub-chairs shall immediately devise a mission statement and develop a plan as to how the theme and the logo will be selected.

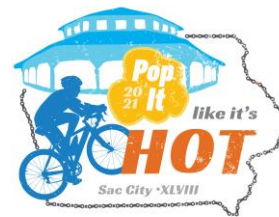
This committee is also in charge of disseminating RAGBRAI committee reports released to newspapers and your community's web site and keeping enthusiasm high throughout the process.

### Mission Statement

The Publicity Committee will help select a theme and a mission statement in addition to selecting a logo that represents the theme. A mission statement should be finalized early in March. Your mission statement should include the name of your town's RAGBRAI committee, what service you're providing, why you are doing it, for whom and the hoped-for outcome. Mission statements should be a sentence or two. The mission statement can be created on a slip of paper with your town's logo and handed out everywhere - stores, churches, club meetings and schools. All meetings should start with the mission statement to keep everyone on track and focused.

Here's an example of a Mission Statement:

*"Anytown will provide unique and exceptional hospitality in a safe, fun and entertaining environment."*



brandmark

### Theme and Logo Selection

The Publicity Committee sometimes will sponsor a theme contest and selects the winning entry. The theme should be presented to the overall RAGBRAI committee for a vote in the latter part of March. Host towns continually amaze everyone with their clever themes. A listing of over a hundred themes from over a decade of RAGBRAIs is posted at the back of this chapter.

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2021 Towns	Town Themes
Le Mars	<i>Bikes A La Mode</i>
Sac City	<i>Pop it Like It's Hot</i>
Fort Dodge	<i>Rollin' to the River</i>
Iowa Falls	<i>Nautical by Nature</i>
Waterloo	<i>Waterloo Experience</i>
Anamosa	<i>Size Matters: We Like Em Big</i>
DeWitt	<i>Can you handle DeWitt?</i>
Clinton	<i>Rolling to the River</i>

**Some towns announce their theme/logo at a celebration, town hall meeting or an established chamber function, such as a big community luncheon or "Friday after 5" type of event.**



A few towns have held logo contests with the general public. **If you do a contest that is open to the community, be sure to clearly post your rules and clearly state that all submissions and ideas become property of the local organizing committee.**

Once the logo/theme is selected, it should immediately be posted on the Web site. Make sure that the image is carried through on all written correspondence. Notepads and stickers with the new logo could be made early and distributed to all the committee chairs. (See examples of past themes and logos at the back of this section)

The Publicity Committee is responsible for preparing the artwork for the new logo and selecting colors of the theme shirts. At this point, the Hospitality Committee obtain bids to have the shirts printed then develops a plan to produce, distribute, promote and sell the theme t-shirts to community residents. This pulls the community together with a common bond and also helps to raise funds.

Please remember that specific rules apply for the use of the RAGBRAI name and logo. Please read and follow the RAGBRAI Trademark Guidelines in this section carefully. **You will notice that the**

**sample logos and themes from previous years do not contain the word RAGBRAI in them.**

### Marketing/Media

The Marketing/Media sub-committee keeps the community informed of the theme, the logo and how planning is progressing. This sub-committee should develop a 25-week game plan to inform and market RAGBRAI's visit to your community to all media outlets in a 50-mile radius of your community. Weekly news releases and constant updates to your town's web site will help keep people updated on RAGBRAI happenings. The Marketing/Media division of the Publicity Committee is responsible for distributing press releases and for producing the town's tabloid and/or tear-off maps.

**The most important goal of this committee is to keep the community aware and involved.**

The Marketing/Media sub-committee must plan for the media that is invited into your community the day RAGBRAI arrives. Invited large television trucks and radio remotes should be given specific locations where they can park and broadcast.

Recently, several national television shows covered RAGBRAI activities. MSNBC's "Hardball with Chris Matthews" filmed live from the campgrounds in Cedar Falls featuring Lance Armstrong and Dr. Jill Biden, wife of Vice President Joe Biden. Towns should be ready for requests from national media that often come at the last minute. This national exposure is something that is coveted by all towns.

### Weekly Updates

Some towns run weekly updates of the planning progress and PSAs to recruit volunteers and host homes. Many towns have had a huge success with periodic talk shows on the local cable access channel. Also don't forget to work with the Web Master to post weekly updates on your home page.

You should be sending press releases to media within 50 miles. Some of the information that is sent to surrounding media outlets might be different than what is disseminated in your local community. For example, towns 40 miles away should be informed about entertainment, but should not receive information on housing riders or food vendor booths open only to locals.

### Weekly Updates Media Request Form

Each of the committee chairs should be given a form to update Marketing/Media. A copy of the form is included in this section. Each subcommittee must give you updates to keep everyone informed.

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To remind residents of the fun everyone had when RAGBRAI stayed overnight previously, some local newspapers run photos from that day, if this visit is not the first. This type of campaign has been very successful and creates such an infectious spirit that a large number of volunteers show up at the first organizational meeting, residents clean up their property and the enthusiasm carries through from the planning process to the day RAGBRAI arrives. The retention of an "official video or photographer" of events could aid in future promotion and marketing.

Be sure to publicize the route through the local media so that all residents know exactly where the riders will be going – both bikes & cars. We do ask that you publish upbeat and positive photos and comments about RAGBRAI. And the Iowa State Patrol recommends that the photos promote safe riding and law-abiding conduct.

NOTE: RAGBRAI would appreciate it if the Publicity Committee would keep a file for us of stories and editorials printed in local newspapers pertaining to your community and the riders. In addition to these clippings we would appreciate a disk of photos taken in your community the day that RAGBRAI is in town. Some articles and photos give us material for this handbook. These would be picked up on the RAGBRAI staff's last visit in August.

### Tabloid and/or Tear-Off Maps

Overnight host towns publish a tabloid and/or a tear-off map that should be a self-contained Information Center. The tabloid/tear-off maps should have a map of the city identifying all locations relevant on the day of the ride. The map sub-committee of Publicity creates this map.

### Tabloid and/or Tear-Off Map Advertising

Revenue from advertising should pay the printing costs so the tabloid/tear-off map can be distributed free. With input from the Publicity Committee, the local newspaper usually handles all the advertising sales and printing of the tabloids. If your town has two newspapers, the papers may need to bid for the right to publish it or decide to publish it jointly. In some cases, the newspapers donate a portion of revenue from the tabloids to the Publicity Committee in exchange for the committee's assistance in distributing them. Some recent towns feel that the expanded tear-off map was sufficient to provide the needed information to townspeople and riders.

Host towns typically solicit advertising from local merchants and vendors, as well as the overnight town and pass-through towns following yours. Please remember that specific rules apply for the use of the RAGBRAI name and logo. Please read

and follow the RAGBRAI Trademark Guidelines in this section carefully. Unauthorized uses will face legal action.

### Tabloid/Tear-Off Map Distribution

Tabloids are the best way to introduce riders to your town, because when they're distributed in the host town prior to yours, the riders know all about you before they arrive. **Deliver your tabloids/tear-off maps to the town previous to yours by 10:00 a.m. or even the day before.** These should be taken to the town Information Centers, as well as the two RAGBRAI Information and Merchandise trailers - one located downtown and one in the campgrounds.

Make sure that everyone in your town receives a tabloid and that they are available at all local establishments as well as all of the campgrounds. Many towns insert their tabloids into the full circulation of their local paper a few days prior to RAGBRAI to inform the entire communities of the happenings in town.

Here is a listing of the number of tabloids used for last year's ride. You can get a better idea of how many to print by speaking to a town that is approximately the same size as yours.

2021 Towns	# of Tabloids or Tear-off maps printed
Le Mars	5,000 tabs / 5,000 maps
Sac City	8,000 tabs / 8,000 maps
Fort Dodge	8,000 tabs
Iowa Falls	8,000 tabs / 2,000 maps
Waterloo	N/A
Anamosa	N/A
DeWitt	4,000 tabs / 4,000 maps
Clinton	5,000 tabs / 5,000 maps

Things to have a clear understanding about as you develop a plan for the tabloid and/or tear-off maps:

- How many pages will the tabloid have?
- How many pages will be used by the Committee and what will they be used for?
- How will ads for event sponsors be handled?
- How much writing/editorial needs to be included in the tabloid? Who will write?
- Who will follow up on non-registered vendors who are advertising in the tabloid?
- Consider swapping ads with communities before and after your town.
- What maps will be needed in the tabloid?
- Who will deliver these to the town before yours the day before RAGBRAI arrives?

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### The Des Moines Register and RAGBRAI

The Des Moines Register and RAGBRAI will be covering RAGBRAI towns and will contact you to visit and do a feature.

*We cannot be more excited to be prepping for year forty-nine of our RAGBRAI! It's been a wonderful way to explore Iowa and show RAGBRAI riders and the world what our home state has to offer. Visitors always wonder what will be in store for their trek across Iowa, during the greatest bike tour on earth, and we are there to showcase a preview on our popular travel blog. No matter what the event or time of year, we are there to cover the splendor of our proud communities and write about all that is special and enjoyable for anyone who has interest in the Hawkeye State.*

*Our goal is to spend as much time in each of the overnight towns and pack in as much as we can. We want to show our readers what there is to offer not only during RAGBRAI but all throughout the year. We love to let the locals guide us and feature as many of the unique personalities we can find. We also want to know what your community is known for- a classic restaurant, historic tavern, one of kind recreational opportunities, museums, and more! We'll also be getting to as many of the ride-through towns as possible. Our plans have already started and we'll be contacting your representatives very soon to get our trip coordinated.*

*Your town may be featured in an exclusive blog to attract new visitors and highlight as much as you have to offer. Through our multimedia exposure, your town will have the opportunity to not only help travelers from RAGBRAI gain insight into your offerings, but also can be used throughout the year to entice travelers your way. What's your superpower?*

### Get your community involved

There are several ways to engage your community while educating them about the upcoming ride.

Here are some ideas for beautifying your community, engaging with your residents and generating publicity and fun around RAGBRAI planning.

- Kid's Art Contest incorporating your theme.
- Citywide clean up day
- Bike Art Contest. Gather old bicycles and have your community paint them and put them on display leading up to and during the ride.

- Murals. Commission a local artist to create a mural in your community where riders and residents can see it.



### Local Merchant Promotions

It's very important that you involve local merchants in your town's planning. Plan to hold a meeting of all merchants where you can present them with ideas and options on how to get involved. You can work on this in conjunction with the local chamber. Local merchants should be aware of any planned street closures or other plans that may affect their business. If they're not on the bicycle route through town, they should be approached to purchase an ad in the tabloid and their location should be noted on the map in the tabloid/tear-off map.

Many merchants give riders and non-riders wearing a wristband a 10 percent discount and extend a discount to local residents who are wearing the town's theme T-shirt. Support drivers arrive in town very early so a promotion including them might draw traffic into the establishment and generate added revenue. Other merchants print a coupon in the tabloid that entitles a discount to the bearer.

### Speakers' Bureau

The Speakers' Bureau Division of the Publicity Committee is responsible for disseminating information about the RAGBRAI planning process and needs through public presentations. You should select committee members for this division who are enthusiastic and good public speakers. You will also need someone who is good at producing exciting Power Point presentations that can be modified often throughout the RAGBRAI planning progresses. A Power Point example is included on the Flash Drive. (FD) Many towns claimed this was one of their best tools to spread the word and message about RAGBRAI to local organizations. Get a list

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from the chamber of all groups you can speak to. Schools should be planned early as they are not in session come June.

Various committees will each have needs that you can help with. The Volunteer Committee will need help getting the word out to recruit volunteers, Housing will want to promote the need to find more hosts and the Executive Committee will want to promote the Town Meetings.

### The Map

In the section for the Web & Social Media, we have explained that as soon as possible this person needs to find a detailed map of your city and get it on the web page.

Your job will be to update this map frequently if not weekly based on the information you receive from the marketing/media committees.

The Marketing/Media sub-committee receives weekly updates from all of the committee chairs. The Map sub-committee will use the information to create maps that will be used by various committees. The map sub-committee, to insure consistency, should create all maps.



Some of the maps that will be needed include needs for the Web site, tabloids and Information Center tear-off maps. Be sure to set a drop-dead date for when you will need information to produce the maps. There are several mapping software programs available. Google Maps is a mapping program that many towns have successfully used in previous years to create their maps. Another great resource to utilize is the Iowa Department of Transportation's map Web site located at: [www.iowadotmaps.com](http://www.iowadotmaps.com). The Northwood Committee called on the high school students to work on the town's maps utilizing the Auto Cad programs. This was a great real-life

experience for the students, and the community had some great maps. There are several good examples on the Flash Drive (FD).

Maps that appear on the Web site should be easily downloadable. Be sure to test that the downloaded map is clear and legible when printed. Many people will print these maps from your Web site prior to arriving in town. Make sure they are 8.5" x 11".

Also keep in mind that many people will be viewing your maps on a smartphone.

### Map Key/Icons for Cities

RAGBRAI will manage a standard map template that communities. The consistency in using the same map template by town assists riders as they travel through the week. Using the universal icons will aid the riders in finding the facilities in each town when they arrive. You town will be responsible for providing key locations to our mapping partners so they can build your primary downtown map. You will still need to produce your campground, shuttle, and ancillary maps and have them printed and online for riders.

Examples of last year's maps will be provided to committees via digital files.

To give you an idea of how necessary a map is and what kinds of information should be included, some items are listed below. You will need to track down this information from various committees. Maps should show locations for:

- Bike route in and out
- Support vehicle route in and out
- Street closures
- Official campgrounds
- Showers
- RAGBRAI Lost & Found
- RAGBRAI Information & Merchandise trailers
- Town Information Center(s)
- RAGBRAI baggage truck
- Official bike shops & Demo teams
- Portable toilets
- Vendor booths
- Shuttle route
- Emergency weather shelters
- First Aid Stations
- Entertainment Stages

## Signage

The purpose of the Signage Division is to coordinate the design, the messages, the materials and the placement of signs. You need a person who understands signs and signage. A high school art teacher would be an ideal candidate.

RAGBRAI will provide a template that has your town logo, RAGBRAI XLIX logo and an empty space for your message. The templates will come in various sizes. Feel free to use these sign as well as create your own for the event.

All signs need to have a consistent look, be done well in advance (30 days), and should include your logo. It would be helpful to seek the advice of someone who has ridden and someone who has driven RAGBRAI before. They will tell you that it is very important to have your logo on all of your signs. Why? As soon as the support vehicle drivers roll into town as early as 6:00 a.m. and have found a camping spot, they will begin placing team signs on telephone poles, fences, anywhere they can find a spot to alert their team members who are riding into town how to find the camping location. Your signs will be competing with these so be sure to have your logo on every "official town sign".

Signage will work with all of the committee chairs because each will most likely need signs. A form should go to each committee asking what types of signs are needed. A sample form that can be used for committees is included at the end of this section.

The Signage Committee must set a drop-dead deadline for sign requests to allow ample time to make all signs needed. Please keep in mind that school is out in early summer if high school art students will be making signs.

The Signage Committee is responsible for making the signs, but the requesting committee is responsible for placing and taking down the signs.

## Burma Shave Signs

One effective method of providing information to riders on the route as they approach your town is by posting a series of signs similar to those used years ago in an advertising campaign for Burma Shave shaving cream. These signs have humorous or attention-getting sayings.

They are posted in clusters of four or five on the shoulder of the road at a height that is easily read by the bikers. The signs are effective in generating rider

interest if a snappy town theme or a humorous message is used.

You may want to start posting the signs about 10 miles outside of town. The messages could tout entertainment, sights to see and messages of welcome to riders. The next morning, post signs thanking riders for coming and inviting them back.

The message on the signs should be sequential and brief enough to be read in a matter of seconds. Staple the signs between strong lathes and pound them deep into the ground so they are sturdy enough to stand through strong winds. Be sure to wrap them in plastic or have them laminated so they can withstand all types of weather.

## Community Signage

We recommend that certain signs aren't posted until early in the morning to prevent vandalism. Listen early to police, radio clubs, cyclists and your staff at the Information Center booth to find out if any of the cyclists or vehicles are getting lost or confused. Be ready to make changes to signs or move them at a moment's notice.



You can't have too many signs directing people to Information Centers and on the support vehicle route. The signage committee serves as the troubleshooter to move signs the day of RAGBRAI. Signage could also help the RIDE RIGHT Committee in designing their safety signs. And you may need or want other signage in your downtown or campground areas welcoming riders/visitors and alerting them to what your town has to offer.

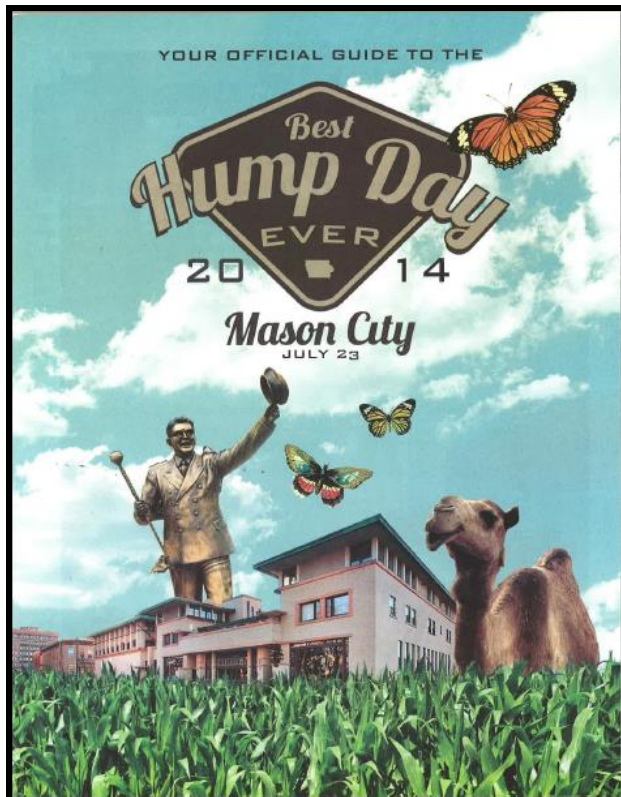
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Additionally, RAGBRAI will be providing you with a large RAGBRAI street banner (30 feet wide x 4 feet), RAGBRAI banners for your main stage and 200 posters to be placed around town informing people of RAGBRAI's impending visit to display in your town. These materials will be picked up at the Executive Committee meeting in late May.

RAGBRAI also supplies you with a number of signs that should be placed from the Food Court leading riders to the location of the RAGBRAI Bike Shops. Your sign committee should take responsibility for securing placement of these signs in high-visibility locations.

### RAGBRAI® Trademark Guidelines

The following are guidelines for communities regarding the authorized and prohibited usage of the RAGBRAI name and logo. Legal action will be taken against any person(s) or parties who misuse the trademark or use it without authorization. **If you have any doubt if it is a legal use, please ask the RAGBRAI Marketing Director before you print.**



### General Trademark Statement

The marks and names, RAGBRAI®, RAGBRAI® XLIX, RIDE RIGHT®, and Register's Annual Great Bicycle Ride Across Iowa™, are and shall be the exclusive property of The Des Moines Register and Tribune Company.

The RAGBRAI and RIDE RIGHT logos are registered trademarks and cannot be used without prior written permission of The Des Moines Register. All authorized uses of these marks must carry this notice: "RAGBRAI is a registered trademark of and licensed by The Des Moines Register and Tribune Company. All rights reserved."

Only official RAGBRAI bicycle shops and select Friends of RAGBRAI have limited permission to use these marks on T-shirts and those promotional items or promotional purposes approved in writing in advance by The Des Moines Register.

### News Purposes (by media)

The RAGBRAI trademarks may be used by news sources (including newspapers, radio and television stations) if the use is part of a news story, but all uses must include the "@" symbol on first reference. Official logos are available to the media upon request. E-mail requests to [andrea@ragbrai.com](mailto:andrea@ragbrai.com).

Use of the marks in connection with the sale of videotape highlights, photos or other business use, however, is deemed to be commercial and therefore would no longer be considered "news." Thus it would not be allowed without prior written permission from The Des Moines Register.

Simply put, your local newspaper may create a bike ride special section (primarily so the riders have an accurate map and a complete listing of things to do/see and places to eat), but the advertisers who advertise in it MAY NOT use the RAGBRAI name or logo in their advertisements without prior written permission from The Des Moines Register and RAGBRAI officials.

TV and radio stations may broadcast live at a particular location during the event, as long as an advertiser does not financially support the time with RAGBRAI ads, i.e. "Stop in for our RAGBRAI Sale."



**Advertising**

Use of the trademarks, such as the official logo, to sell commercial advertisements or commercial space and merchandise must be specifically authorized in writing in advance by The Des Moines Register and RAGBRAI officials. Normally, that authority is granted as part of a Friends of RAGBRAI package, where The Des Moines Register receives contractual assurances as to the use of its marks and the products or services licensed, as well as compensation for such use of the trademark.

If you are contacted by a company that wants to use the RAGBRAI logo or wants to sell or advertise goods or services bearing the RAGBRAI logo or trademark, please contact RAGBRAI immediately. You are advised that The Des Moines Register has rights under federal and state law which may be violated if you make an unauthorized use of the RAGBRAI trademark or assist another in the manufacturing, marketing or sale of goods or services that use the RAGBRAI trademarks without permission of RAGBRAI officials.

A simple signal of improper and unauthorized usage is using the name RAGBRAI in lower case. Because RAGBRAI is an acronym with a special and unique meaning, this usage is improper and would never be authorized by The Des Moines Register or RAGBRAI.

**The bottom line is: the RAGBRAI trademark (be it spoken, written, electronic, digital or in logo form) may not appear in any advertisement or**

commercial use without a signed agreement from The Register and RAGBRAI officials.



**Signage**

The use of the trademark is allowed in good faith for signage used as a salutation, but, again, WILL NOT be allowed in advertisements. For example, "Welcome RAGBRAI riders" positioned on a marquee board is a good display of a town's spirit. However, signage which advertises a sale, i.e. RAGBRAI special-Zap Soda Pop \$3.25 a case, is commercial use of the trademark and will not be allowed without prior written permission.



Many companies will also ask to print welcome signs on their corporate banners. As long as it is promotional and no corporate logos (like above) it is fine to do. A beverage company logo could not be printed on the same banner that says "Welcomes RAGBRAI". They could, however, print the banner with the words, "Welcomes Riders!"

**Promotional Item/Giveaway**

Only official RAGBRAI bicycle shops and select Friends of RAGBRAI have limited permission to use these marks on T-shirts and promotional items, or for promotional purposes. Altoona handed out cowbells with the Altoona logo on them. The item did not contain the word or logos of RAGBRAI.





### Committee's Use of RAGBRAI

Your local committee may use the words RAGBRAI and the RAGBRAI logos in their tabloid and on their Web site as long as it is not connected in a commercial way. For example, you could not have a large Buzz Motors logo above the RAGBRAI logo on your Web site, but you could have the RAGBRAI logo with some corporate sponsors along the side column of your Web site.

If you have questions, please contact RAGBRAI prior to any use of the RAGBRAI trademarks or the sale of goods supplied or sold. **If you have any doubt if it is a legal use, please ask the RAGBRAI Marketing Director before printing.**

## **PUBLICITY COMMITTEE TIMELINE & CHECKLIST**

This is a schedule that worked for a town last year. Set a timeline that is reasonable for your community.

### **FEBRUARY2022**

Recruit 4 outstanding sub-chairs  
Begin working on mission statement  
Work with Web & Social Media Committee to get information and a city map online asap  
Publicity's Speakers Bureau and Marketing/Media sub-committees meets with Volunteer Committee to develop plan

### **MARCH2022**

Meet with Hospitality Committee  
Meet with Web & Social Media Committee  
Promote the town meeting  
Budgets due to Budget Committee  
Attend town meeting  
Meet with RAGBRAI Staff  
Develop publicity plan  
Develop signage plan  
Select printer or newspaper to print the tabloid  
Publicity's Speakers Bureau sub-committee develops PowerPoint presentation that tells about RAGBRAI and need for volunteers, housing, etc.  
Publicity's Marketing/Media works with Hospitality to promote T-shirt design contest (date determined by Hospitality Committee)  
Publicity's Signage sub-committee meet with Information Center regarding signage that is highly visible

### **APRIL2022**

Finalize logo/theme and work with Hospitality on ways to make a happening with the unveiling  
Finalize theme/logo and have Web & Social Media post on Web site  
Publicity's Marketing/Media sub-committee works with RIDE RIGHT to develop a print media, radio, television and fliers plans  
T-shirt designs ready to be printed by Hospitality Committee (printed and sold by Hospitality Committee)  
Publicity's Signage sub-committee meets with RIDE RIGHT and Public Safety regarding signage plan for the town route  
Publicity's Signage sub-committee works with Showers, Sanitation & Recycling Committee for signage plan (especially promoting Recycling and Iowa's Bottle Bill)  
Work with the Hospitality Committee to promote Kid's Art Contest (date determined by Publicity Committee)  
Develop a plan to involve merchants  
Hold a meeting with all merchants

### **MAY2022**

Publicity's Map sub-committee works with Housing Committee to get maps of the city designed for directing riders to their hosts  
Burma Shave contest  
Sign placement plan finalized

### **MAY2022 (Continued)**

Work with Entertainment & Special Events Committee to determine signs needed  
Publicity's Map sub-committee works with Showers, Sanitation & Recycling to map locations of toilets  
Publicity's Signage sub-committee works with Transportation Committee to develop signage for shuttles and shuttle stops  
Publicity's Map sub-committee works with Transportation Committee to get maps of all shuttle routes for Web site and Tabloid

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### JUNE2022

Develop tabloid distribution plan  
Advertising deadline for tabloid  
Executive Committee picks up Town Posters at Executive Committee meeting in Des Moines

### JULY2022

Publicity's Map sub-committee works with Public Safety to get maps of all traffic routes and emergency shelters  
Tabloid deadline  
Promote volunteer orientation and training meeting  
Promote community clean-up

### AFTER RAGBRAI

Send out thank you notes  
Complete surveys  
Final meeting with RAGBRAI Staff



**Local news is often broadcast live from the campgrounds or downtown.**

**RAGBRAI® PUBLICITY BUDGET  
STORM LAKE, IOWA (JULY 24, 2015)**

**REVENUE**

<b>Publicity Income</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
T-shirt Sales	8,000.00	0.00	13,263.00
Sponsorship	1,500.00	0.00	800.00

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**TOTAL REVENUE    \$9,500.00            \$0.00    \$14,063.00**

**EXPENSES**

<b>Publicity Expenditures</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Signage	1,800.00	0.00	305.87
Printing of Promo Items, Giveaways	200.00	0.00	792.76
Radio	0.00	0.00	0.00
Newspaper	0.00	0.00	0.00
Television	0.00	0.00	0.00
Print T-shirts (Now should be with Hospitality)	5,000.00	0.00	8,579.59
Printing of Tabloids/Maps	215.00	0.00	609.94
Postage	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00

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**TOTAL EXPENSES                                    \$7,215.00            \$0.00    \$10,288.16**

	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Total Revenue	\$9,500.00	\$0.00	\$14,063.00
Total Expenses	\$7,215.00	\$0.00	\$10,288.16
<b>TOTAL PROFIT/LOSS</b>	<b>\$2,285.00</b>	<b>\$0.00</b>	<b>\$3,774.84</b>

MAP ICONS (FD)



AA Meeting



Entertainment



Library



Bathrooms



Store



ATM



First Aid



Lodging



RV Campgrounds



Swimming Pool



Baggage Truck



Food



Lost & Found



RV Dumpsite



Telephone



Bike Shops



Gas Station



No Parking



School



Trash



Bike Route In



Hospital



Parking



Storm Shelter



Vehicle Route In



Bike Route Out



Ice



Police



Showers



Vehicle Route Out



Campground



Town Information



Post Office



Shuttle Stop



Water



E-Mail



Laundry



Recycling



Shuttle Route



RAGBRAI Info

TOWN THEMES/LOGOS FROM 2018





**TOWN THEMES FROM PAST YEARS**

**2005 Towns**

	<b>Theme</b>
Le Mars	Life is Sweet... Scoop it up!
Sheldon	Iowa's Ride, Sheldon's Pride!
Estherville	Blizzard of Bikes
Algona	Survive the Jungle
Northwood	Ride to the Top
Cresco	The Greatest Show on the Road
West Union	Welcome to the Jungle
Guttenberg	The Natural Place to Ride

**2006 Towns**

	<b>Theme</b>
Sgt. Bluff	Viva Sergeant Bluff: Let the Good Times Roll
Ida Grove	One Royal Knight
Audubon	Small Town, Big Bull
Waukee	Wau-ke-kee: Ride the Wave
Newton	Racing into Newton
Marengo	Picnic in the Park
Coralville	Iowa's Midsummer Dream
Muscatine	Pedal to the Pearl

**2007 Towns**

	<b>Theme</b>
Rock Rapids	Wild, Wild North West
Spencer	Spencer 007: Licensed to Thrill
Humboldt	A Holiday in Humboldt
Hampton	Hot Fun in the Summer "TIME"

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Cedar Falls	Live LARGE
Independence	SS Independence: America's Fame is in Our Name
Dyersville	Ride the Distance
Bellevue	Soaring into Bellevue

<b>2008 Towns</b>	<b>Theme</b>
Missouri Valley	Mo Hills, Mo Thrills, Mo Valley
Harlan	Hang Loose in Harlan
Jefferson	All the Bells & Whistles
Ames	Cycling Country
Tama-Toledo	COWabunga: Moovin' & Groovin' in Tama-Toledo
North Liberty	Pirates of the Corridor
Tipton	Roll Out the Red Carpet
Le Claire	Spokes and Ropes

<b>2009 Towns</b>	<b>Theme</b>
Council Bluffs	The Bridge Has Spoken
Red Oak	Putting Together a Great Ride
Greenfield	There's Nothing Like It! Bike It!
Indianola	Sweet Home Indianola
Chariton	Got Wheels
Ottumwa	Rollin' 'Round O' Town
Mount Pleasant	Have a Blast in Mount Pleasant
Burlington	Dip it Down in B-Town

<b>2010 Towns</b>	<b>Theme</b>
Sioux City	Rock Ride & Go from the Mighty Mo
Storm Lake	Catch a Tailwind
Algona	That 70's Town: We're Cycle-delic
Clear Lake	Surf's Up!
Charles City	Chuck Rides Again
Waterloo	Happy Trails through Waterloo
Manchester	Team Manchester: Ride Hard. Play Hard
Dubuque	Pedal to the Port

<b>2011 Towns</b>	<b>Theme</b>
Glenwood	The Wild SouthWest / Save a Horse, Ride a Bike!
Atlantic	Cokes, Spokes and Wonderful Folks
Carroll	Bet on Carroll. Let it Ride!
Boone	Chuggin' into Boone
Altoona	An Epic Ride
Grinnell	Pedal the Jewel
Coralville	Coralville U: Tailgate Tested, Tailgate Approved
Davenport	Destination Davenport

<b>2012 Towns</b>	<b>Theme</b>
Sioux Center	It's All Downhill From Here
Cherokee	Saddle Up 'N Ride
Lake View	Take a Brake at the Lake
Webster City	Fun at the River's Bend
Marshalltown	Proceed to Party
Cedar Rapids	Survivin' the Ride: Party on the Island
Anamosa	Ride It Like You Stole It
Clinton	Where the Rubber Meets the River

<b>2013 Towns</b>	<b>Theme</b>
Council Bluffs	Wild Ride for Your Hide
Harlan	Pit Stop in Harlan
Perry	Nothin' But a Good Time
Des Moines	Even Better in Spandex
Knoxville	A Dam Good Time
Oskaloosa	Ride Hard, Dance Harder



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Fairfield Cirque de Fairfield, Defying Gravity  
Fort Madison Welcome to the Florida of Iowa: Bikes & Burgers in Paradise

**2014 Towns Theme**  
Rock Valley Groundbreaking Ride  
Okoboji Lake Okoboji: Ride the Chain  
Emmetsburg Get Lucky in Emmetsburg  
Forest City RV THERE YET?  
Mason City Best Hump Day Ever  
Waverly It's Only Right to Go All Knight  
Independence Glowing on the River  
Guttenberg Best Finish by a Dam Site

**2015 Towns Theme**  
Sioux City Party Like It's 1973!  
Storm Lake Give our Shores a Spin  
Fort Dodge We're Going Places  
Eldora A WHEELY Big Deal!  
Cedar Falls It's All Downhill from Here  
Hiawatha Throwback Thursday  
Coralville Ride the Red Carpet  
Davenport Where the Road Meets the River

**2016 Towns Theme**  
Glenwood Red, Bike & Blue: Star –Spangled Sendoff  
Shenandoah Peace, Love, Ride  
Creston Get Your CABOOSE to Creston  
Leon Leon Was Born to Stand Out  
Centerville There's No Place Like Centerville  
Ottumwa Pedal to the Party  
Washington Gettin' Piggy with It  
Muscatine Muscle Down to Mussel Town

**2017 Towns Theme**  
Orange City Dutch 'til Dawn  
Spencer Kick Up Your Heels  
Algona Discover Our Oasis  
Clear Lake Proud Biker Keep on Burning  
Charles City Last Hump Before the Hills  
Cresco Pedal to the Paranormal  
Waukon A Week Behind Handlebars  
Lansing Your Finish is Our Beginning

**2019 Towns Theme**  
Council Bluffs UnLeash CB  
Atlantic Sunday Funday  
Winterset Where Everyone is a Winner  
Indianola Roll into Nola  
Centerville Take a Chance  
Fairfield Geared for Wierd  
Burlington Rally to the Alley  
Keokuk Best damn dip on the Mississip



### Cedar Rapids RAGBRAI Media Partner Agreement with WXYZ Television

**WXYZ Television will provide:**

- Public service announcements regarding safety, traffic routes and being a welcoming community broadcast on WXYZ Television stations
- Promotional spots for merchandise and ticket sales broadcast on WXYZ Television
- Online information/link on WXYZ Television’s website to CedarRapidsRAGBRAI.com for merchandise and ticket sales

**Cedar Rapids RAGBRAI will provide:**

- Broadcast space within the July 26 Party on the Island concert venue not to compete with another television partner, exact location to be determined\*
- 6 complimentary tickets to Counting Crows concert
- 12 complimentary beverage tickets for concert venue
- 5 media passes for July 26 Party on the Island event
- Media Partner mention on large screens in Party on the Island entertainment area
- Logo/link on CedarRapidsRAGBRAI.com media partner page
- Listing in official Cedar Rapids RAGBRAI event program which will be distributed to The Paper’s 10 county delivery area on Sunday, July 22, and at information centers in Marshalltown on July 25 and Cedar Rapids on July 26.
- Mentions on Cedar Rapids RAGBRAI’s Twitter and Facebook pages

**Please note:**

- \*Space in each venue is extremely limited. We will do our best to accommodate requests and will be in contact with you as venue space planning progresses.

Terms of this agreement are effective from May 1, 2012 through July 28, 2012.

Accepted and Agreed:

\_\_\_\_\_  
WXYZ Television Rep/Date

\_\_\_\_\_  
Cedar Rapids RAGBRAI Rep/Date

## RAGBRAI XLIX - Overnight Town Handbook -2022

March 5, 2015

### FOR IMMEDIATE RELEASE

From:

Laurie Haman, Publicity Co-Chair, RAGBRAI Coralville  
Vice President, Iowa City/Coralville Area CVB  
319-337-6592 or 319-930-0199 or [laurie@iowacitycoralville.org](mailto:laurie@iowacitycoralville.org)

Contacts:

Kelly Hayworth, City Administrator  
City of Coralville  
319.248.1700, [khayworth@ci.coralville.ia.us](mailto:khayworth@ci.coralville.ia.us)

Joshua Schamberger, President  
Iowa City/Coralville Area CVB  
319.337.6592, [joshua@iowacitycoralville.org](mailto:joshua@iowacitycoralville.org)



### Hooray for Hollywood!

#### RAGBRAI riders are going to “Ride The Red Carpet” in to the Iowa River Landing

Coralville, Iowa – The RAGBRAI Coralville organizing committee has developed a Hollywood style theme for the July 24 RAGBRAI over night. Riders will be met by red carpets, walk of the stars, paparazzi and Iowa star celebrations of film sports and literature as they enter the Iowa River Landing. The logo was designed to promote a Hollywood theme with elements of glitz and glam. Friday night’s Hollywood celebration will give riders their chance to hang out in the Iowa River Landing, celebrity style. The next morning, riders continue on to Davenport for the final dip of their tires. Full route information will be available this Sunday from RAGBRAI.

Coralville last hosted an overnight for RAGBRAI in 2011 generating \$23,895 in proceeds benefitting three local charities. This year, the three chosen charities are the Coralville Community Fund, the Coralville Veterans’ Memorial Committee and the participating Coralville schools who help partner with RAGBRAI planning.

The official RAGBRAI Coralville website, [www.ragbraicoralville.com](http://www.ragbraicoralville.com), will be live and full of information early April. This will be the hub for local community members and for RAGBRAI riders to get information about housing, vendor opportunities, entertainment, maps, volunteers and much more. Coralville committee members will continue to meet regularly to plan various activities for the July 24<sup>th</sup> overnight. As information is available, it will be shared with the community and on the website. In the mean time, everyone is encouraged to follow RAGBRAI Coralville on twitter [@RAGBRAICVILLE.com](https://twitter.com/RAGBRAICVILLE) and Facebook at [www.facebook.com/pages/Ragbraicville](https://www.facebook.com/pages/Ragbraicville) for all things RAGBRAI Coralville.

###

**RAGBRAI XLIX - Overnight Town Handbook -2022**



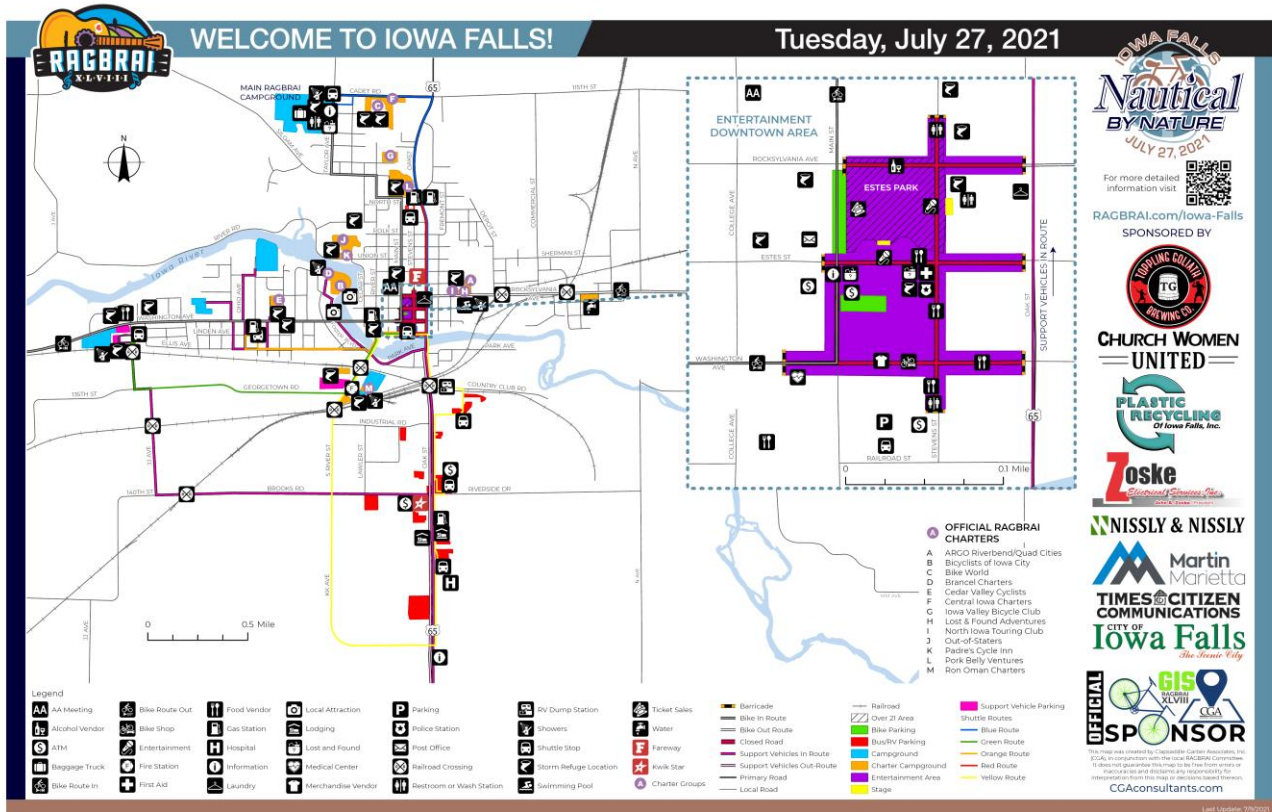
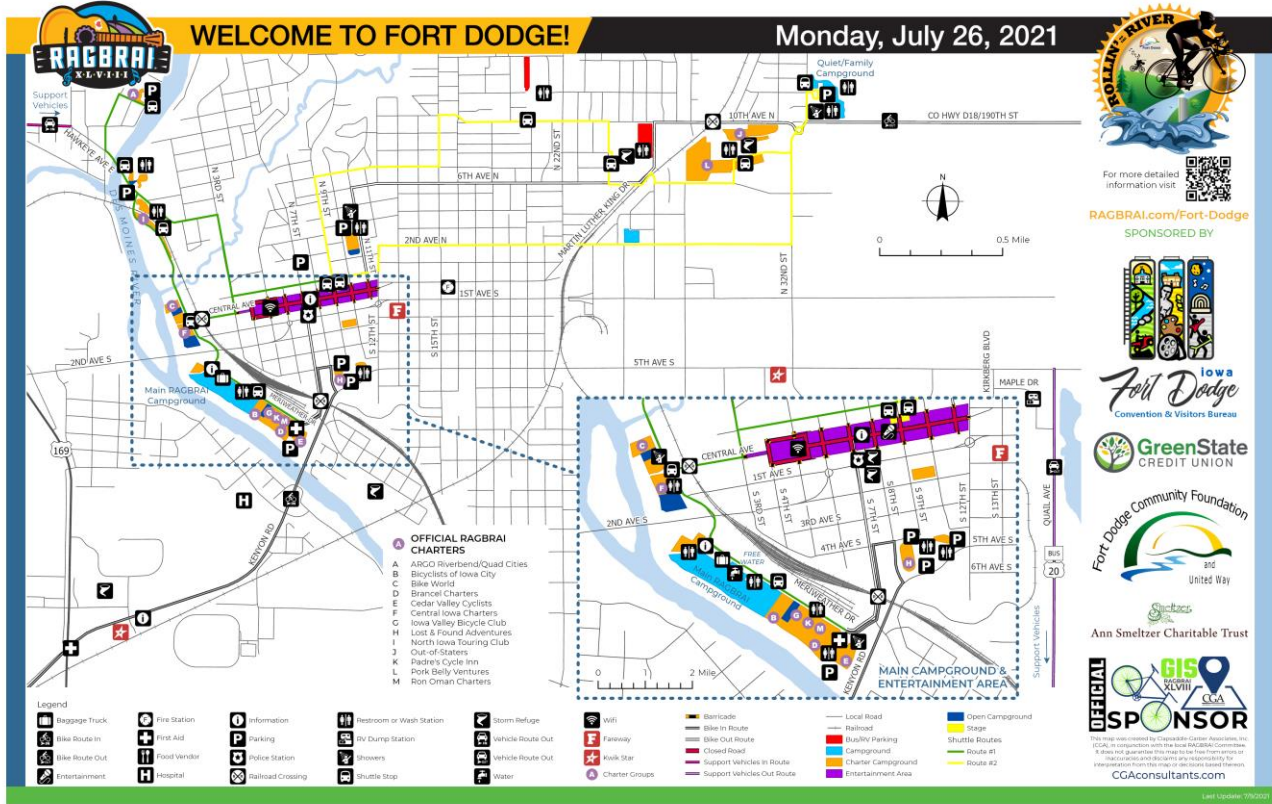
**Local news reporters interviews a cyclists and some ride and report.**



**MSNBC's Chris Matthews prepares for the live broadcast of "Hardball".**

# RAGBRAI XLIX - Overnight Town Handbook -2022

## General Maps provided by RAGBRAI



Kid's Art Contest Sample Flyer



## 2016 Shenandoah RAGBRAI ART CONTEST

K-4th graders will be creating art at school, but students can enter as many pieces as they like. Draw or paint (not bigger than 11" x 14") your impressions of RAGBRAI, the worlds largest recreational bike tour! You could win \$100 Chamber Gift Certificates to spend at Shenandoah businesses as the local winner, then compete for \$350 at the state wide RAGBRAI Art Contest! The local winner will be announce at the school showcase May 17.



Return this form by May 16th along with your original artwork to your art teacher or to Shenandoah Chamber & Industry Association

Full Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Shenandoah Chamber, 619 W. Sheridan Ave. Shenandoah, IA 51601  
Questions? Call 712-246-3455

Media Request Form (sample)

**RAGBRAI® NEWS!**  
(FOR PUBLICATIONS AND WEB SITE)

<b>Date</b>			
<b>Committee</b>			
<b>Chair</b>			
<b>Phone (day)</b>		<b>Phone (evening)</b>	
<b>E-mail</b>			

Information that needs to go to local residents	

Information that needs to go to RAGBRAI riders and support people	

**Please submit your news items to the Publicity Chair:**

Susie Q. Martin  
Susie@yourcity.com  
111 Center Street  
Your City, IA 55555

Promotional Sign Request Form

# Standard Event Sign

**A standard sign (16" X 20") will be created for each event.**

These signs will be used for advertising standard details for each event.

Each sign will contain the same information:

Name of Event, Date, Time, Location/Address

Committee Chairs will be given the signs and it is the responsibility of each committee to hang their own signs for their event at their determined location. Your committee is also responsible for figuring out how to secure/hang the signs.

(ex. clear shipping tape, punch holes and use zip ties, lath, sandwich board signs etc.)



Committee: \_\_\_\_\_  
Committee Chair: \_\_\_\_\_  
Signature: \_\_\_\_\_



## IMPORTANT:

Please review this proof carefully for spelling and errors. Your signature is needed for approval. Give to Amy Bollman by July 1st. Scan and Email me at [amyb@ciains.biz](mailto:amyb@ciains.biz) or drop-off at CIA Insurance. Call 547-2382 with any questions.