



PRE-RESIDENCY TIMELINE

☐ 6 Months Prior

Confirm “Team Contact” is the same individual noted on the contract. If not, update Pedal Kids USA with contact information – this individual coordinates specifics of the week and must be available every day during the residency week.

Review Bicycle Playground Location Space with Pedal Kids USA, Once confirmed, please reserve the space for duration of the residency week programs. Additional Parking Spot for Pedal Kids USA Van at the Playground Location must be secured as well.

☐ 3 Months Prior

Team Contact to meet with the Pedal Kids USA Marketing team in which team will provide additional marketing materials and review the Media Timeline Plan. Once the plan is confirmed, send the Pedal Kids flyer to interested parties.

Discuss and decide how participant registration will be handled.

☐ 2 Months Prior

Secure housing a total of six (6) nights for the two Pedal Kids Coaches, Saturday to Saturday, in *private* (one person per room), *clean, comfortable and safe accommodations either in a hotel/motel or private home(s)*. Providing meals is optional.

Prepare Press releases and proceed with marketing through location channels.

Promote the Pedal Kids residency as an “upcoming event” in school, on social media, in PTA and email newsletters, and in newspapers.

Complete PRE-RIDE CHECKLIST and review with Pedal Kids USA

Host will share Registration link and will go live via Pedal Kids USA Website for sign-ups..

Discuss Weather Policy for Rain/Heat/Cold.

☐ 2 Weeks Prior

Pedal Kids USA Team will call “Team Contact” (Tuesday) to go over PRE-RIDE CHECKLIST, including meeting place, bicycle playground location, housing, weather forecast, conflicts, etc.

Pedal Kids USA will share the Biography and pictures of the Coaches attending.

Send out ‘2 Weeks Out’ Content via Marketing Channels - provided by Pedal Kids USA

☐ 1 Week Prior

Send out ‘1 Weeks Out’ Content via Marketing Channels - provided by Pedal Kids USA

Pedal Kids USA will send an email to all parents with a Pre-Ride Checklist

Continue running press releases through day of camp.

Pedal Kids USA Team will call “Team Contact” Tuesday to confirm any last-minute details on PRE-RIDE CHECKLIST, including meeting place, playground location, housing, weather forecast, conflicts, etc.