

2017 AIDS Ride for Life

EVENT HANDBOOK

*Times and locations can change. Please check the website regularly for updates.



AIDS Ride For Life - Event day

SCHEDULE OF EVENTS

Friday, September 8

Stewart Park, Ithaca

3:00pm Health & Nutrition Expo opens
 4:00pm- Rider Packet Pick-up opens
 4:00pm Powered By Pasta Dinner
 7:00pm- Rider Packet Pick-up closes
 7:15pm- Crew Review

Saturday, September 9

Stewart Park, Ithaca

6:00am- Early bird Crew Review
 6:00am- Riders arrive at park
 6:30am- Riders assemble for opening ceremony
 6:45am- Opening Ceremony begins
 7:00am- Ride Out for all 102 & 90 mile riders!
 8:30am- Riders riding 14, 25 & 42 milers gather at Stewart Park
 9:30am- Bus departs with 14, 25 & 42-milers to Seneca Falls
 12:00pm- Riders begin arriving at Cass Park
 5:00pm- Cass Park pit stop closes
 5:15pm- Victory Ride begins
 5:45pm- Riders arrive at Stewart Park
 6:00pm- Closing dinner and ceremony begin

PIT STOPS

There are 6 stops along the entire 100 mile route. They are clearly marked stops and will allow you to replenish food and drinks. Medical staff and facilities are available at each stop.

Stewart to King Ferry Winery:	open 7:30-10:30 am
To: Frontenac Park:	open 8:00-11:00am
To: Verdi Signs:	open 9:00am-1:30pm No Medical
To: Seneca Falls:	open 9:45am-2:30pm
To: Romulus Highway Department:	open 10:30am-3:00pm
To: Bellwether	open 12:00pm-4:00pm
Hard Cider: To: Cass Park	Open 12:00pm-5pm
Cass to Stewart Park	Victory Parade 5:15

FINISH LINE LOCATION

Riders finish at Cass Park between 12:00pm and 5:00pm. Family and friends are encouraged to gather near the finish line and help celebrate the accomplishments of the riders.

Riders will leave Cass Park at 5:15 to take part in the Victory Ride. This ride winds its way from Cass to Stewart Park via Buffalo and Cayuga Street. Riders arrive together back at Stewart Park at 5:45pm for the closing ceremony and dinner.

ADDITIONAL SCHEDULING INFORMATION

Rider Packet Pick-up & Health 7 Fitness Expo:

Friday, September 8th, 4-7pm

Riders will pick up their numbers, goodie bags and turn in any remaining donations to reach their \$300 dollar minimum.

Please be prepared to make up the difference with a personal check, MC or VISA cash or a Pledge Note if you need more time.

Crew Reviews

All motorcyclists and support vehicles must attend a Crew Review to go over job responsibilities and logistics. Please plan on attending the review for 1 hour to allow time for paperwork and any material distribution.

Gear Drop

Riders may leave clothing at Stewart Park, or have gear and clothing left at Stewart Park transported to the finish line at Cass Park. Clothing may also be left at any pit stop, and will be returned to **Stewart Park** for you. Please label everything clearly.

Dinner celebration

Each rider will receive 1 dinner tickets in addition to their own ticket for the dinner celebration. Everyone is welcome and additional tickets can be purchased at the dinner at Stewart Park for \$8. Dinner begins at 5:50 pm.

Weather

In the event of rain, the AIDS Ride for Life continues. Please dress accordingly and exercise caution on the road.

INFORMATION FOR RIDERS AND CREW

SAFETY

Safety is our first concern. We do everything possible to assure our event is safe and we need your help. We ride on open roads where there are inherent dangers and hazards. Please help us ensure your experience in the AIDS Ride for Life is a safe one.

- All riders must wear a helmet on Ride day and during training rides.
- All riders must ride responsibly and use hand signals.
- All riders may not wear headphones while riding.
- Crew and riders should obey all vehicle and traffic laws.
- Crew and riders should stay well fed and well hydrated.
- Crew and riders should carry a cell phone for emergency purposes only.
- Friends and family should use care when driving on the route, never park on our route.

QUICK OVERVIEW

- The AIDS Ride for Life is a ride, not a race.
- All 90 & 102-mile riders leave Stewart Park at 7:00am on September 9, 2017.
- There are 14, 25 & 42-mile option to begin at Seneca Falls and bike to Cass Park. Riders board a bus at 9:00 am at Stewart Park
- 42 Milers are transported to Seneca Falls Community Center
- 25 Milers are transported to the Boathouse Beer Garden
- 14 Milers are transported to Bellwether Hard Cider.
- Bicycles are transported by truck to all locations.
- Please prepare adequately to ride 14, 25, 42, 90 or 102 miles.
- Please a minimum of \$300 by Friday, September 8, 2017.
- Become a member of the High Gear Club by raising \$1000 or more or the
- Become a member of the Silver Spoke Club by raising \$500 to \$999
- Bicycle technicians are available along the route to assist with minor repairs. Please learn how to fix your own flat tire and bring tubes that fit your wheels.
- There are support vehicles and motorcyclists for riders who need assistance. Support vehicles can transport riders to the next pit stop or to Cass Park. Please plan on finishing by 5:00 pm as our route support will end at that time.

AIDS Ride for Life POLICIES

- Each one of us has at least one thing in common, the desire to help. Let that spirit flow throughout the day and help each other. If you see someone struggling, please provide encouragement. If you pass a stopped rider, ask if they're okay and assist if you can.
- Stay well fed and hydrated. Please eat and drink before you get thirsty or hungry.
- If you are between the ages of 10 and 13 on the day of the Ride, you are required to ride on a tandem or trail-a-bike during the ride. The accompanying rider must be a guardian or the parent of the younger rider. Any rider who is 14, 15 or 16 years old on the day of the Ride must have an adult on a bicycle within close proximity (visible) at all times on the day of the Ride.
- Riders ages 10-13 years of age qualify to ride only on a tandem bicycle. Riders 13 years to 14 years may request an exception to this policy.
- Riders who are granted an exception will be judged on an individual basis regarding their miles to ride option.

The initial request must come to us in writing or over email to the Ride Coordinator. Requests need to be made at least 3 weeks prior to the date of the Ride.

Upon receiving the request, the Ride Coordinator will ask for an explanation of the younger riders' experience (years ridden on open roads, events in which they participated & any group riding/bike safety/rules of the road training received). The Coordinator will bring that to the AIDS Ride for Life planning committee and the Southern Tier AIDS Program (STAP) administrators for review.

Upon determining that this younger rider does have significant experience on the road, a test ride date is determined. This test ride will require the younger rider along with their parent/guardian (who will accompany them on the Ride) to meet with a committee member and demonstrate their knowledge and ability on the road. The younger rider will need to lead a short ride on an open road that will intentionally involve certain traffic challenges. Based on the younger rider's demonstration of their knowledge of road rules, ability to safely navigate traffic and their experience, the AIDS Ride for Life planning committee, along with STAP administrators, will determine if the rider qualifies for an exception. If an exception is granted, the underage rider must have this parent or guardian with them at all times during the entire route selected in the AIDS Ride for Life.

- Any AIDS Ride for Life participant who is riding under the influence of alcohol or illegal drugs or is in the possession of illegal drugs, will be asked to return his/her ride number and to leave the AIDS Ride for Life route immediately.
- Please keep in mind that as you ride, people will be watching and cheering. Your behavior will be a direct reflection of the spirit of the AIDS Ride for Life and the work of the Southern Tier AIDS Program.

INFORMATION FOR RIDERS AND CREW

WHAT TO PACK

- Please pack as lightly as possible and bring only those items essential to your ride.

Personal items:

- Camera (in plastic bag)
- Identification & Emergency Contact information
- Medications you are currently taking
- Rain gear
- Route map
- Sneakers or sturdy shoes
- Sun screen & lip balm with SPF
- Sunglasses
- Towel
- Written list of medical conditions

Cycling Gear:

- 2 water bottles
- ANSI, SNELL, or ASTM approved cycling helmet
- Cycling gloves
- Cycling shoes
- Cycling shorts
- Extra (dry) socks
- Pump
- Saddle bag with repair kit
- Spare tubes
- Tire levers
- Tuned-up bicycle

Suggestions for crew:

- Hat
- First Aid Kit
- Tire pump

FUNDRAISING INFO

THE BASICS

- Each rider commits to raising a minimum of \$300 to support the services and programs of the Southern Tier AIDS Program. This money goes directly to our community; helping people who have HIV and educating others about the disease and its prevention.
- Please see our website www.aidsrideforlife.org for additional information on fundraising ideas, sample letters and more.
- Look for the monthly AIDS Ride for Life newsletters for helpful fundraising tips and resources.
- Use our very helpful fundraising website and create your own fundraising page to share via email, social media and/or snail mail

COLLECTING MONEY

- First Giving is the fundraising site used for the Ride. After registering to Ride, you will receive a confirmation page with a link to this site where you can create your own personalized page. Creating a fundraising page on this website is an easy way to contact friends, family and colleagues. It is a simple way for them to donate securely and a quick way for you to keep track of your fundraised amounts.
- ANYONE CAN CREATE A FUNDRAISING PAGE EVEN IF THEY ARE NOT A RIDER
 - Go to: <https://www.firstgiving.com/stapride/aids-ride-for-life-2017>
 - Click on **FUNDRAISE** and follow the prompts.
 - Questions or assistance setting up your page - contact ARFL Event Coordinator Cindy Rotella at 607-272-4098 Ext 316 or crotella@stapinc.org.
- You can also send out letters via email or the mail and ask for donations. Donations can be sent directly to us or to you. We accept checks, cash, and credit card (over the phone VISA or MC only) donations. Your name needs to be on the memo line of the check if your donor sends it directly to us. Checks should be made out to STAP.
- Sending thank you notes is an important part of this process. Sponsors love to receive simple notes, a photo of you riding or an update on your training process.
- Riders will be expected to turn in any remaining donations to reach their minimum on Friday, September 8, 2017 at the Stewart Park Pavilion. **Please be prepared to make up the differences with a personal check, MC, VISA, cash OR A Pledge note if you need more time.**

Any amount turned in to our office directly (this includes checks sent in or cash that is dropped off) will not show up online unless you add it to the “offline donations” amount on your fundraising page.

BECOME A MEMBER OF THE HIGH GEAR CLUB OR THE SILVER SPOKE CLUB

CHALLENGE YOURSELF!

- The High Gear Club is a club reserved for Riders/fundraisers who raise a minimum of \$1000. Valuable Ride merchandise can be won at the \$1000 levels and above. Watch for the monthly AIDS Ride for Life newsletters for more details on what can be won at the \$1000, \$2000 and \$5000 levels.
- All High Gear Club members are invited to an awards party in October to celebrate your awesomeness and support of STAP/ARFL.
- The Silver Spoke club is for Riders/fundraisers who raise \$500 to \$999. Special prizes are awarded at a celebration of your support and success!

AIDS Ride For Life - Matching Gift Program

Double Your Fundraising Impact (Or Your Donor's Impact!) for the ARFL

Information on Matching Gifts - Did you know that hundreds of corporations offer matching gift programs that will match dollar-for-dollar contributions made by employees, and sometimes even employee domestic partners? This is a great opportunity to raise funds quickly and easily, so don't forget to ask your HR department if they will match your gift, and make sure your donors are asking theirs too!

- **Step 1:** A donation is made to your ARFL fundraising efforts via First Giving or a directly to STAP.
- **Step 2:** Ask your donor or company to inquire with their HR department about a matching gift program.
- **Step 3:** Submit the completed matching gift form to the appropriate HR department and ask them to send it to the address below:
 - **Southern Tier AIDS Program**
C/O AIDS Ride For Life
314 W. State St., Ithaca, NY 14850, **Attn: Matching Gifts**
- **Step 4:** Once received, STAP will confirm the original donation and complete any necessary information on the form. NOTE: Please allow several weeks for processing. We cannot confirm a gift or approve a matching gift until the original gift is fully processed in our database.
- **Step 5:** The company will send the matching gift check to STAP on their next distribution cycle.
- **Step 6:** Once STAP receives the check, it will be reflected on your fundraising page!

Have questions about matching gifts or donations in general? Contact us at crotella@stapinc.org or call 607-272-4098

For a list of Companies with Matching Gift Programs:

http://www.easterseals.com/site/DocServer/Corporate-Matching-Gifts_1_.pdf?docID=170677

TEAM INFORMATION

ADVANTAGES OF TEAMS

- Many riders form teams with friends, colleagues and family members. They train, fundraise and ride together.
- Having a team allows everyone to share their strengths and to offer something towards the team (designing riding shirts, baking cookies to sell, tabling at an event).

HOW IT WORKS

- Teams can be made up of 2 or more people
- Team funds are NOT automatically pooled. If your team does want funds pooled, that request needs to be sent in by Friday, September 1, 2017
- **Due to the time needed to determine team minimums, please do your best to have pooled funds for your team before Friday, September 8, 2017**

TRAINING INFORMATION

KEEP IN MIND

- Whether you are an avid cyclist or new to biking, a good training plan can prepare you for a great experience on the day of the Ride.
- Focus on training gradually, increasing mileage over time, then begin increasing pace
- Take time to work on certain areas of riding: hills, traffic, hand signals, eating & drinking
- Take part in training rides posted on our website and meet other riders
- Train on the bike you'll ride during the AIDS Ride, and integrate cross training into your schedule. This gives you time to rest and reduces chance of injury.
- Check out Bicycling Magazine for more training information or seek professional advice for a personalized training plan.

**GOOD LUCK, TRAIN HARD & STAY SAFE &
THANK YOU FOR YOUR SUPPORT!**