



**Don't just ride,
Bike MS.**

bike
MS

**Sam's Club Round-Up Ride
April 30-May 1**

What is Multiple Sclerosis?

- **Multiple Sclerosis** is a disease that attacks the central nervous system and interferes with the brain's ability to send and receive messages
- **In MS** the myelin that protects our nerve endings break down; our nerves are exposed and cannot carry the "brain messages"
- **Common Symptoms** Blurred vision, extreme fatigue, numbness in your limbs and temporary loss of use, loss of balance
- **Diagnosed** usually between the ages of 20-50; Twice as often in women than men
- **Nationwide** affects about 600,000 Americans; North Texas region serves about 5,000 Texans



Why We Ride



- Every hour of every day, someone is diagnosed with MS
- In Texas, we serve 254 counties and over 56,000 people living with MS as well as their families
- An estimated 2.3M people live with MS worldwide



STOP



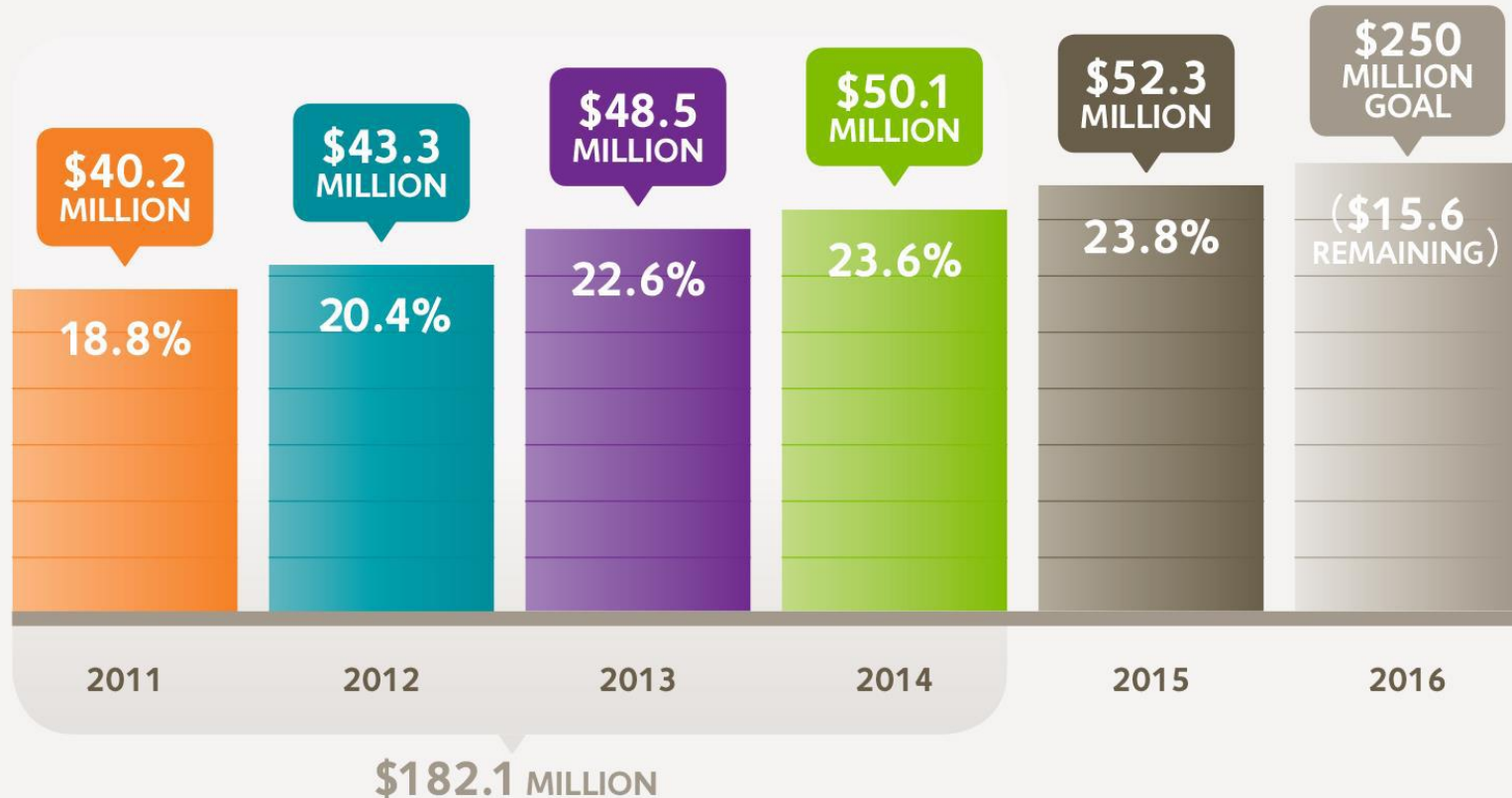
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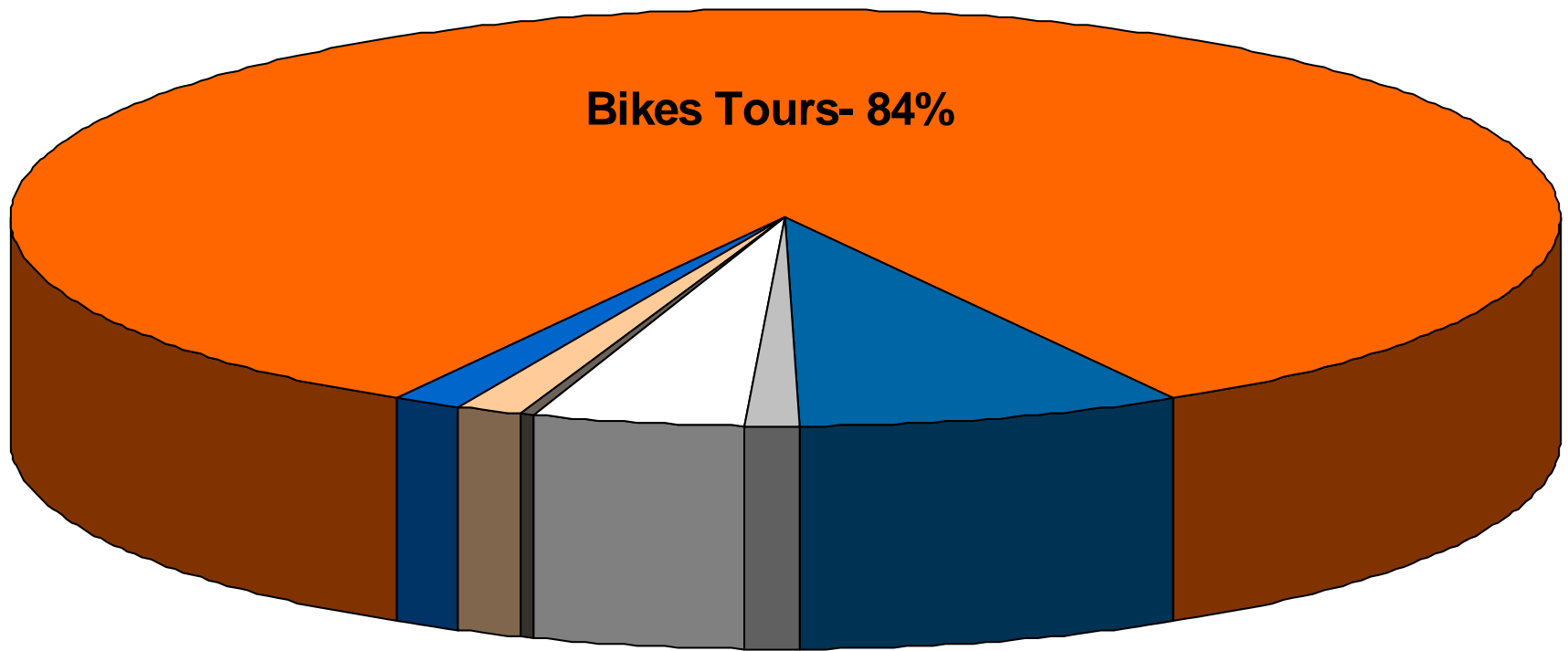
RESTORE

The Progress You Make Possible!

ANNUAL RESEARCH INVESTMENT GROWTH



How We Generate Funds



Interest Income

1%

Gifts Rcv'd
at National
2%

Third Party
Events
1%

Strategic
Philanthropy
5%

MS Walks - 6%

Leadership Events - 1%



A Track Record of Success: Where We Are Now

- 13 disease modifying therapies
- 800+ researchers trained
- 60 MS genes identified
- Discovered potential for neural repair
- Better, faster diagnosis
- Invested \$53M to 78 research projects in 2015
- ❖ **Potential for vaccine by pre-screen test to determine if you'll have MS**



STOPPING THE DISEASE



RESTORING WHAT'S BEEN LOST



ENDING MS FOREVER

Fundraising Clubs



Club 100

Top Fundraiser
Bike MS: Sam's Club

Top 100 fundraisers who raised over \$600,000 in 2015. They receive many special perks throughout the year.



Club K

\$1,000+ Fundraisers
Bike MS: Sam's Club

Anyone who raises \$1000 to the 101 top fundraiser

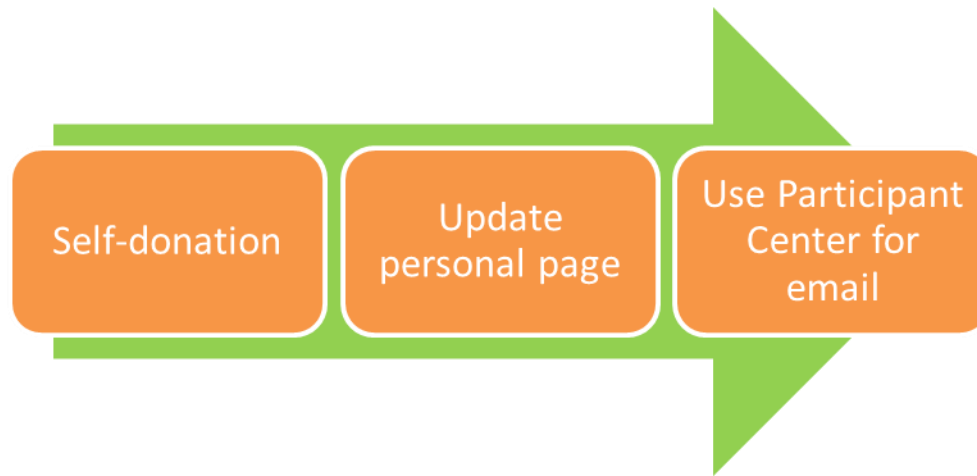


Fundraising Tips

- ✓ **Set a Goal**
- ✓ **Share Your Story** – personalize your participant page and share why you're riding or who you're riding for. Post pictures or a training blog!
- ✓ **Make it Fun**- hold contests or fundraisers where everyone can participate!
- ✓ **Connect**- email friends, family, coworkers from your participant page
- ✓ **Self-donate**- on avg., those who self-donate raise twice as much as those who don't
- ✓ **Send Thanks**- recognize and thank all your supporters!



Trifecta of Fundraising



- Self Donors raise **3 times** more than those who don't
- Participant Center Users raise **2 times** more than those who don't

Bike MS: Sam's Club Round-Up Ride April 30-May 1

Not a Race!

Ride as Little or as Long as YOU Want

All Sizes and Shapes Welcome

Don't Need a Bike – RENT ONE

Must Have Fun!



Round-Up
Ride 2016



<http://youtu.be/Y-W6GH2YLBM>

Packet Pick-Up Guidelines

- Held at our 3 different locations throughout Metroplex
- Top 3 teams get a personal packet pick up
- Top Fundraiser clubs will have a separate Packet Pick-Up
- Bike Inspections can be done during bike shop Packet Pick-Ups
- Turn in Money
- You can pick up a rider packet for other teammates (must have \$300 in fundraising)



Packet Pick-Ups

- All registered riders must pick up a packet prior to the ride.
- Contains your rider numbers, wristband, luggage tags [2], twist ties [4] and safety pins [4].
- You MUST complete the Emergency information on the back of this bib prior to the ride.
- Riders can turn in donations at any packet pick up event. *\$300 minimum must be met to receive packet.*
- You can pick up packets for other riders
- Official Rider T-shirt, goody bag, bandanas
- \$2500 or more will receive Top Fundraiser jersey!
- *Underage riders must have waiver form notarized - Jr. Included*



Packet Pick-Up Dates

- **Friday, April 15 @ Bicycles Inc.**
 - 143 East Harwood Road - Hurst, TX 76054
 - 4-7 p.m.
- **Tuesday, April 19 @ Plano Cycling and Fitness**
 - 605 E. 18th Street - Plano, TX 75074
 - 4-7 p.m.
- **Friday, April 22 @ Richardson Bike Mart**
 - 1451 W. Campbell Rd. #100 - Richardson, TX 75080
 - 4-7 p.m.
- **April 29 Friday Expo @ Embassy Suites**
 - ***Last packet pick-up before event***
 - 3-8 p.m.



Route Support- We Have You Covered!

Route Times:

- Saturday -----6:45am – 6:00pm
- Sunday -----6:45am – 6:00pm

Route Support: The Bike MS is a fully supported tour:

- Ride Marshals
- Bike Police
- Bike Medic
- Motorcycle Marshals
- Medical Support Team
- Rest Stops
- Mechanical support
- SAGs
- HAM Radio Team – Communication
- Personal support vehicles not allowed.
 - Must use alternate route

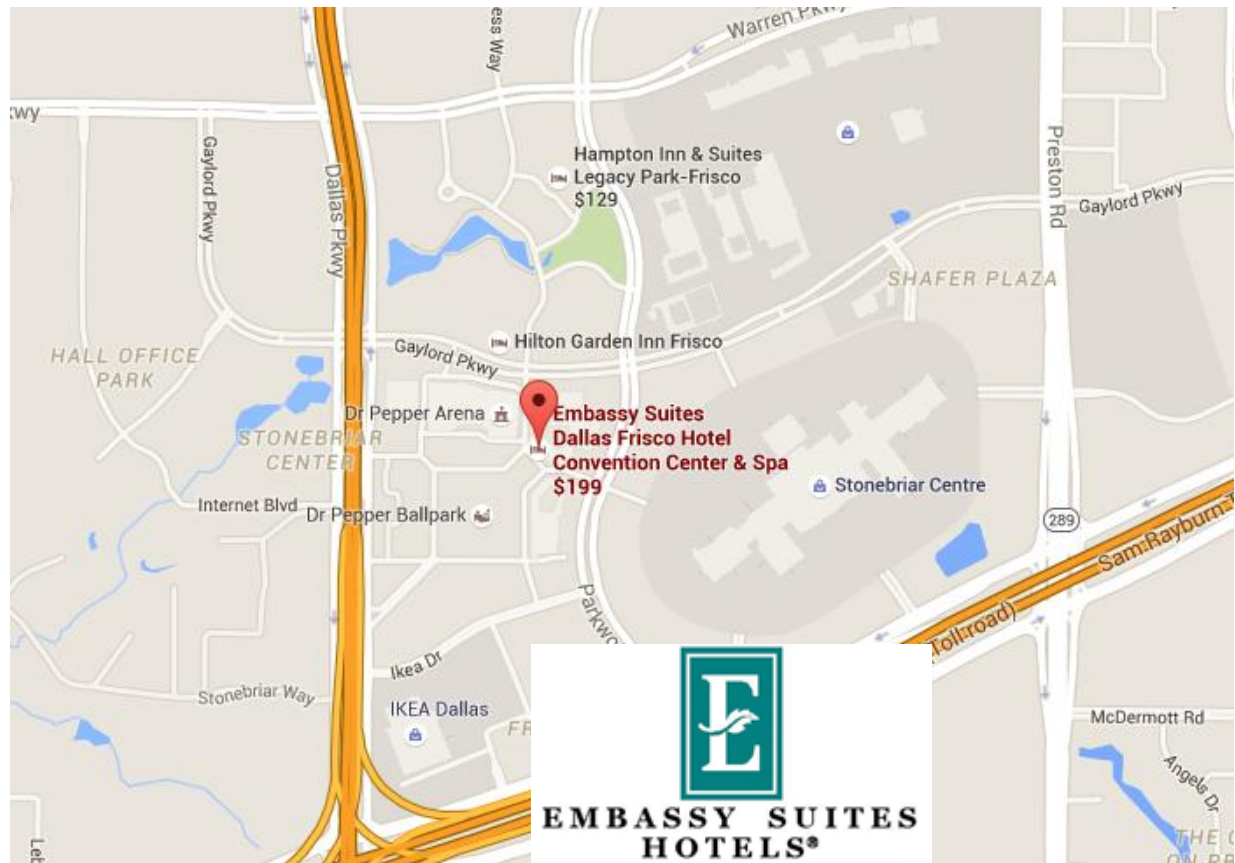


Start Line/Host Hotel

Embassy Suites Frisco Hotel and Convention Center

7600 John Q Hammons Dr. Frisco, TX

Please check for hotel information on BikeMSDFW.org underneath “Lodging and Transportation” tab.



Luggage and Transportation

- The NMSS will provide complimentary transport of 2 pieces of luggage from Embassy Suites (start) to Texas Motor Speedway, and again on Day 2 from TMS to Sundance Square.
- To transport bikes or reserve a seat on a coach style bus from day 1 or day 2 finish line back to the start, a \$30 fee is required. Please note bikes will only be transported Sunday, no Saturday bike transport.

- ✓ Must use Official luggage tags
- ✓ Personalize your luggage!
- ✓ Pay for transport fee online

@ www.bikemsdfw.org

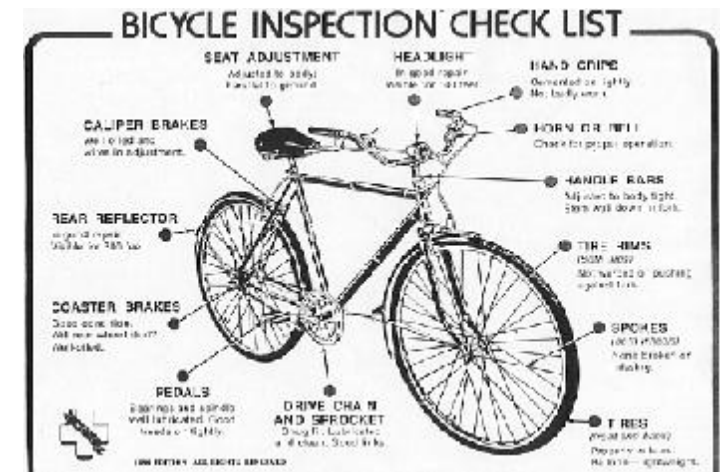
bike

MS



Bike Inspections started March 1st

- Bike Inspections are free
- Helps reduce equipment failure event weekend
- Any labor performed during event weekend is free with sticker
- Inspections will be taking place at Expo; bike compound to leave it.



Route Options

- **Day 1**

- 7 am start time!
- Ride from Embassy Suites to Texas Motor Speedway
- Approximately 85 miles for full route
- Century route turn-off near the 60 mile mark (route closes for Century route at 1pm.)

- **Day 1 Lunch Express Route**

- Ride from Embassy Suites to Sanger HS lunch stop and take shuttle to finish line
- Approximately 50 miles

- **Day 2**

- Breakfast served at TMS starting at 5:30am. Rolling start from 7-8:30am!
- Ride from Texas Motor Speedway to Sundance Square
- Approximately 75 miles for full route
- Option to take a lap around the Texas Motor Speedway track at 6:45am before start

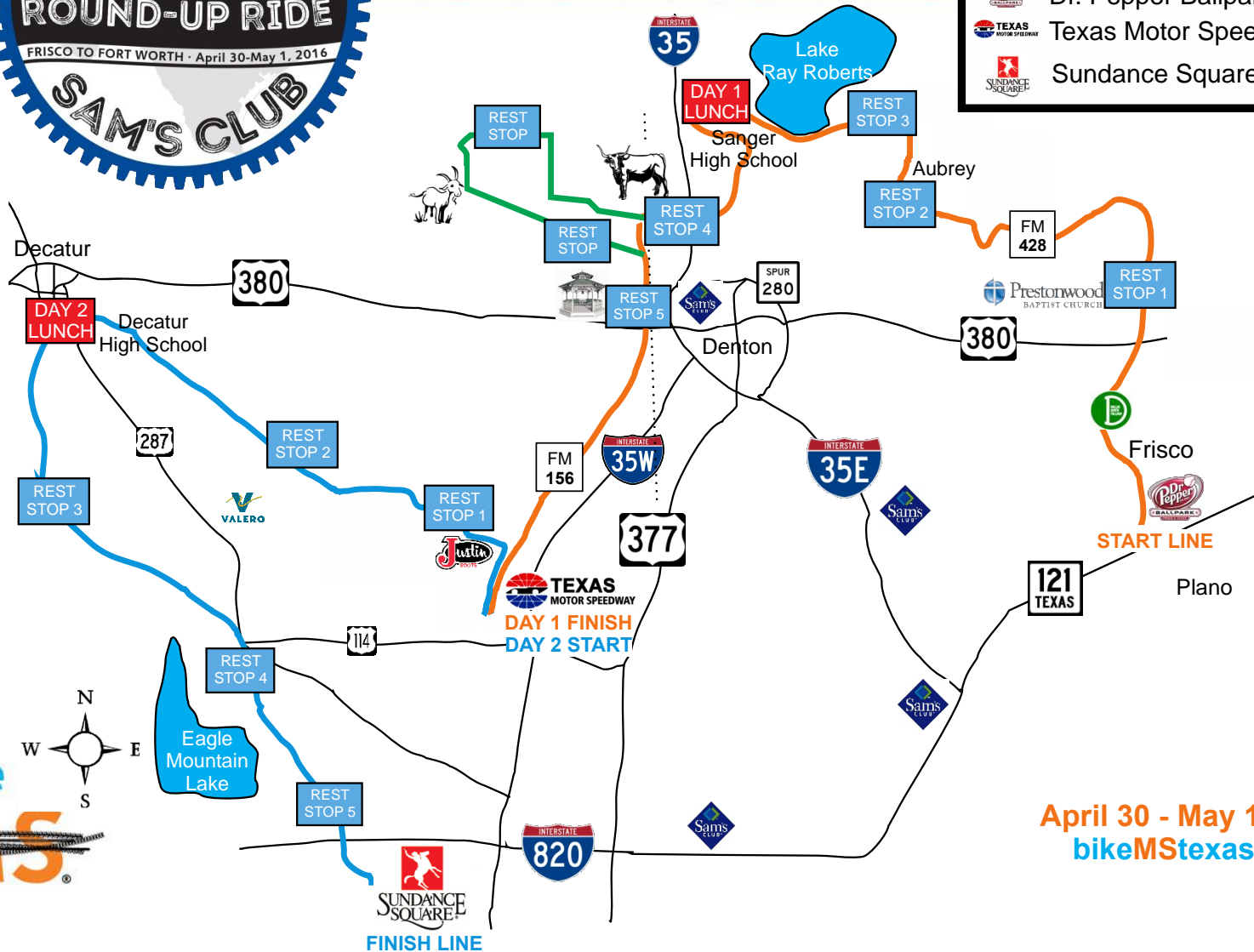
- **Day 2 Lunch Express Route**

- Ride from TMS to Decatur HS lunch stop and take shuttle to Sundance Square
- Approximately 30 miles





- Day 1 Route
- Day 1 100M Loop
- Day 2 Route
- Dr. Pepper Ballpark
- Texas Motor Speedway
- Sundance Square



April 30 - May 1, 2016
bikeMStexas.org

Texas Motor Speedway

Benefits of TMS-

- ❖ Team party inside tent
- ❖ Kids area will include: snow cones, cotton candy, bounce houses, face painters
- ❖ Beer Garden
- ❖ Team can bring their own food/drink
- ❖ Bike MS Jr. Ride



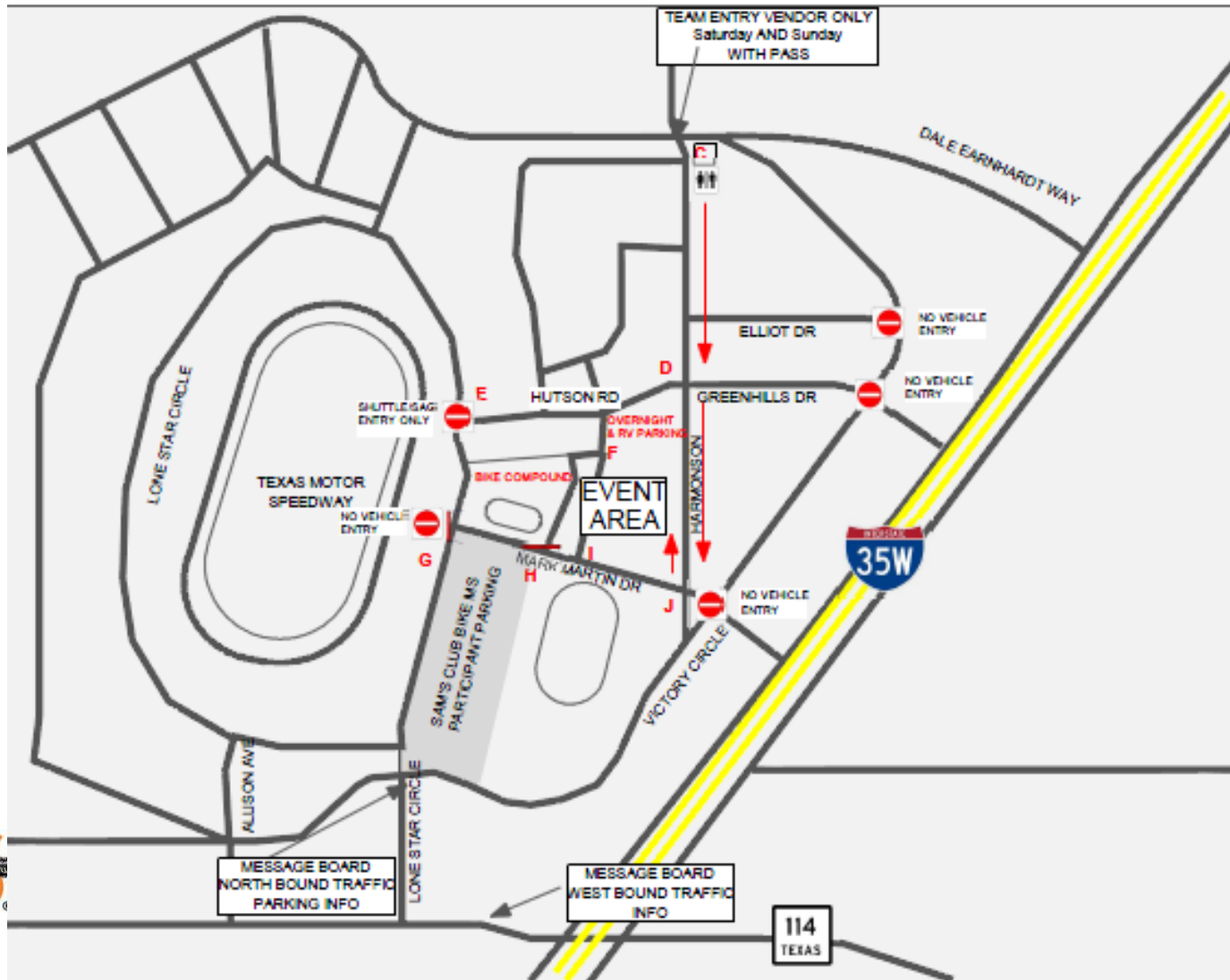
Directions Into Speedway for Volunteers/Spectators

- Go to the entrance of the Speedway off 114
- Go straight toward the track and turn right on Lone Star Cr.
- Follow around and parking will be on right
 - ****Look for the MS Parking Signs****
- It's the paved lot south of the finish line

There are other events going on the same weekend, and not every entrance is available. It is important you follow these directions.



Parking Map for TMS



Bike MS Jr.

The 5th annual Bike MS Jr. ride will be held the afternoon of day one at the Texas Motor Speedway. Riders ages 5-14 years old can participate in a ride of their own!

All Bike MS Jr. participants must have an adult 21 years of age or older on the TMS premises. However, parents do NOT have to be registered for the main Bike MS: Sam's Club ride in order to register their children for the ride.

Kids Ride participants will enjoy:

- Exclusive cycling time in separate age groups for younger and older participants
- An easier, closed and safely vehicle free track at TMS
- A low \$25 registration fee, with no fundraising minimum



Overnight Options

- Camping, either in team tent or personal tent
- RV's – free to bring, but no hook-ups, there is a dump station. Reserve space with Hayden.Scarnato@nmss.org
- Go home/stay with relatives or friends
- Hotel service- reserve on website today!
 - Shuttles provided to and from hotels
- Leave bikes at guarded bike compound. Keep your rider numbers attached in order to pick bike up!

Transportation to and from TMS

- Shuttles begin returning riders to the designated hotels at noon on Sat.
- They will run until 8:00pm. Feel free to leave, shower and come back for festivities if you wish. Just make sure you are back on a bus to the hotel by 8:00pm
- Shuttles will run back to the Start in Frisco at 3, 5, and 7pm only (\$30 and your bike will not make it back until Sunday).
- Shuttles start bringing riders back to the Speedway at 4:30am Sunday and run until 8am.



Sunday Morning at the Speedway

- Drop-off luggage with volunteers.
- Pick-up bike from compound using rider numbers in packet
- Breakfast served at 5a.m.
- Start lining up on the north end of the Speedway at 6:30am if you're riding lap (optional)
 - 100 Club & Guest lines up at the front
- Gates to the route will not open until 7am – no support prior
- Day 2 mileage approx. 75 miles
- Cyclists need to be on the road by 8:30am



Downtown Fort Worth – Sundance Square

- Invite EVERYONE
- Free Parking
- \$30 transportation back to start (you and bike)



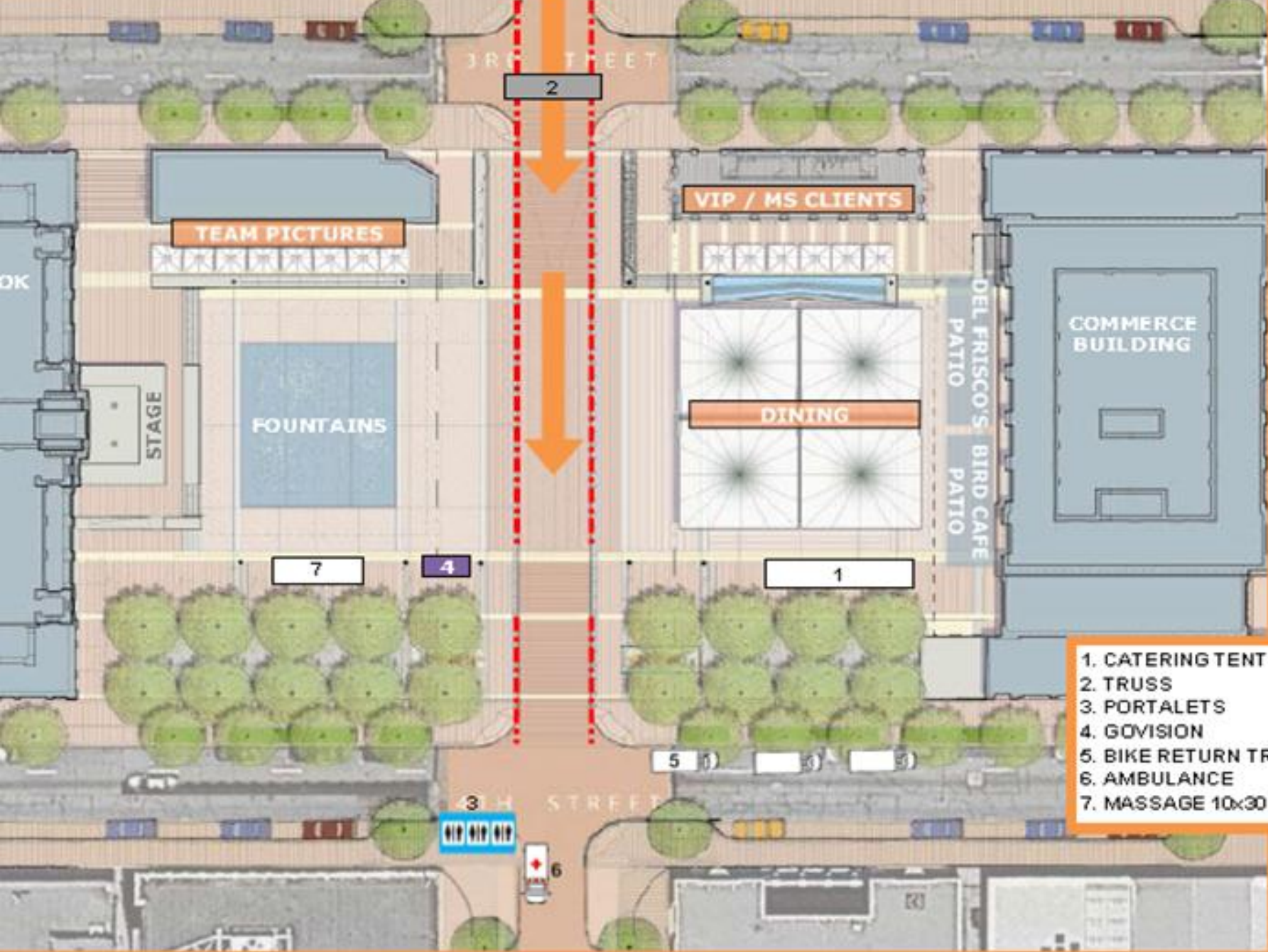
Day 2 Guest Hotel

The Worthington Renaissance Fort Worth Hotel

200 Main Street, Fort Worth TX 76102

T 817.882.1606





- 1. CATERING TENT
- 2. TRUSS
- 3. PORTALETTS
- 4. GOVISION
- 5. BIKE RETURN TRUCKS
- 6. AMBULANCE
- 7. MASSAGE 10x30

Get Ready! – What to Expect?

