

## TSC Event Schedule

### *January*

- Reserve banner location at Gateway Shopping Center or Mountain Hardware
- Update website (date, pictures)
- Update Active Registration for new year
- Contact Squaw Village, Fireside Pizza, and all rest stops to confirm
- Review previous year financials and draft budget targets
- Create design strategy –new jerseys, rack cards

### *February*

- Update website for registration info – target date for opening registration Feb 1
- Apply for insurance
- Update route sheets if needed
- Contact Placer County, Truckee, Caltrans to initiate encroachment permit discussions
- Create promotional strategy – start posting on ride calendars
- Create design strategy –ads

### *March*

- Contact Curtis Fong for signs (or arrange for others), Westworld Images for photographer at summit
- Brochures to Great Ski Race/America's Most Beautiful Bike Ride
- Coordinate promotion strategy with TCDA, NTBA, NLTRA (TC banners, eblast to lodges)
- Order jerseys and pay for insurance (need checks from large sponsors)
- Update sponsor info
- Request Clif Bar sponsorship

### *April*

- First meeting with Leadership Team
- Set lunch, rest stop menu
- Coordinate with Tahoe City X-Country for staging
- Update volunteer signup website
- Send out sponsorship info and follow-up (all checks received by August 1)
- Submit permits for rest stops

### *May*

- Second meeting with Leadership Team
- Brochure distribution to Visitor Centers, lodges
- Outreach to parents for volunteering to begin
- Contact food vendors for discount food, order GU products
- Update banners with new date
- Order water bottles, bags

### *June*

- Meeting with rest stop managers before school is out
- Third meeting with Leadership Team – set up summer tasks

### *June – July*

- Continue with permits, route coordination, rest stop food and supplies
- Design t-shirt and posters with Atomic Printing
- Final sponsorship details – get print and web logos and final checks
- Promotions – social media (push before Early Bird prices over), posters to Reno/Valley/SF bike shops
- Secure all volunteer safety positions before mid-August

### *August*

- Third meeting with Leadership Team
- Final permits
- Update sponsors on website, posters,t-shirts, banners
- Promotions – social media, radio and local newspapers (push before prices increase)
- Order food and rest stop supplies (TXC for tents, TCPUD for tables, John Krauss for chairs)
- Start to press for parent volunteers
- Organize signs, route information and secure supplies
- Posters up (2 weeks in advance)
- Reserve U-Haul truck

### *September*

- Meeting with Zone Managers (signs organized, packets created)
- Final push for volunteers, including instructions for each; student volunteer signups at school
- Volunteer lists to all managers
- Perishable food shopping trip
- Rest stop staging at TCXC
- Week Before: Empty shed and begin rest stop staging
- Friday: Food prep/ rest stop packing at TCXC; Registration opens in Village (4-8 pm), Course check and sign placement;
- Saturday: Registration opens at 6:30; Safety volunteers on course at 6:30; dinner 1:30 – 6 pm; music 2 – 4 pm
- Sunday: Empty truck, clean coolers, inventory, re-pack and send to shed
- Update next year's date and link to photos on web site, social media
- Thank you notes

### *October*

- Final reports from Leadership Team
- Text for concert programs
- Appreciation Dinner
- Final financial report – presentation at Fall or Winter Concert