

## GS Giant Event Organization

The GS Giants is a charter club of the BMW MOA, BMW RA, and the AMA and have become known for hosting some of the best dual sport riding events across the globe. We want each EVENT ORGANIZER to put their own special stamp on the event so that each one is unique in its own way. However, in order to live up to our attendees' expectations and keep up the quality of our events, we have put together some guidelines to follow.

Not all events need to be highly structured. Riders are free to plan informal gatherings and rides with a select group of friends in their area. This information pertains to events that are publicized and open to all riders.

Each announced event needs to be approved by the Board of Directors before using the GS Giant name or logo for promotion. Please read this information carefully and submit the following information to the GS Giant EVENT COORDINATOR.

### **EVENT ORGANIZER:**

**Event Name:**

**Date:**

**Location:**

**Registration Fee:**

**Approximate number of Attendees:**

**Detailed description of event:**

## I. GS Giant Events - there are two types:

- a. A **Fully Sponsored GS Giant event** is organized and staffed solely by the GS Giants organization. Registrations and collection of fees are completed through the GS Giant website and then passed to the Event Organizer. These events will receive a larger portion of the available sponsorships and prizes as well as event insurance. These events will also be heavily promoted through our social media outlets. An example would be the annual event, The GS Giant, held each year in July in conjunction with the BMW MOA Rally.
  - i. Fully sponsored events generate income for the club by the retention of 5% of the registration fees and/or sponsor monies. This income is used for administration fees, web site cost, insurance, etc. If you have any questions or concerns, please reach out to any of the Board Members for clarification.
  
- b. A **Partial GS Giant** event is one that is organized by other groups however, may offer a GS element such as an off road ride or adventure track organized by GS Giants. Typically, registration for these events are handled by the host organization. They will be listed on our GS Giant calendar and will receive support from the organization based on the guidelines below. An example would be the 49'ers Rally which are organized by local BMW clubs but offer dual sport opportunities run by GS Giants.
  - i. Partial events do not generate income from registrations however, there are still expenses that are paid by the GS Giants. It is strongly suggested that coordinators of Partial GSG Events participate in member drives and swag sales at their events. It is also suggested and encouraged that these events request a suggested donation from track participants as a way to help offset club expenses. (\$5 suggested donation or whatever the event organizer recommends.)

## II. Event Planning

- a. Submit a detailed description of the event to the GSG EVENT COORDINATOR. Details should include the name and type of event, accommodations, meal plans, permits, fees, etc. The Board will review within one week of submission.
  - i. The GS Giant calendar year begins January 1st. To guarantee a full portion of available sponsor monies, event plans should be submitted no later than December 31<sup>st</sup> for the upcoming year.
  
- b. Once approved, the EVENT COORDINATOR will add the event to the GS Giant Event Schedule and the organizer is free to promote it in accordance with the guidelines below.
  
- c. As the EVENT ORGANIZER, you are encouraged to create a flyer or brochure that includes the complete information and can be posted via social media or emailed to attendees. You should also set up a Facebook Group page to promote your event through social media. General information about your event may be

posted to the GS Giant page with a link directing readers to your event page. Specific information such as sponsor names, individuals, or prizes offered may not be posted on the GS Giant page however, you are encouraged to post this information on your event page.

- d. The EVENT COORDINATOR has the ability to promote your event through email to registered GS Giants sorted by state. If you choose to do this, you may compose the message and forward it to the EVENT COORDINATOR for distribution.
- e. Only GS Giant sanctioned events (both full and partial) will be advertised and promoted on the website.
  - i. Non GSG events may be posted on Facebook with a link to that specific event's Facebook page or website. Posting of specific sponsor information is discouraged.

### III. Event Registration (Fully Sponsored Events)

- a. The EVENT COORDINATOR will assist you with setting up registration through the GSG website's event registration page.
- b. Payment for registration will be collected through the GS Giants via PayPal or credit card. The EVENT COORDINATOR can assist you in budgeting and determining your registration fee. Some things to consider:
  - i. Are you offering camping/lodging as part of your registration fee?
  - ii. Are you offering meals? If so, what is the total cost per person?
  - iii. Are there additional fees for trail usage and is this included in your registration?
  - iv. Do you require a tent, generator, or equipment rental at the site?
  - v. Are you offering a "free" tee-shirt, wristband, cup, or other swag?
  - vi. A 3% credit card processing fee should be included in your price. This will be retained by the GS Giants to cover the fee passed on by the credit card processor.
  - vii. The GS Giants will retain 5% of all monies collected to cover administrative costs such as insurance and shipping or banners, swag, etc.
- c. Registration will close one week prior to the event. At that time, an accounting statement and a check will be mailed to the EVENT ORGANIZER.
  - i. Should payment be necessary prior to this date, arrangements can be made between the EVENT ORGANIZER and the EVENT COORDINATOR to transfer available funds.

### IV. What Can the Giants Do For You?

- a. The EVENT COORDINATOR can guide you through the planning process. Based on past events and expertise, this can help eliminate some of the guesswork.
- b. Your event will be posted and advertised on our website and a link can be provided on our Facebook page.

- c. All GS Giant events, both full and partial, require event liability insurance. The cost of this insurance is covered by the GS Giants organization. (see below.)
- d. You may use the GS Giants and our logo for promotion of your event. Please note that the logo is copy written and the board of directors require approval before you print or duplicate the logo in any way. The logo may not be modified in any way. The EVENT COORDINATOR will provide you the proper logo with the correct resolution.
- e. Banners and signage (both GSG and sponsors) can be shipped to you based on availability. They should be returned promptly after your event ends and you are responsible for replacement if necessary. You are responsible for the cost to return these items to the Event Coordinator.
- f. Stickers, flags, and other GSG swag, can be sent for you to promote the GS Giants by selling at your event. You are encouraged to have a sign-up sheet to gather new member information.

## V. Insurance and Liability Waivers - VERY IMPORTANT!

- a. All GS Giant events must carry liability insurance. This will be arranged by the GSG RISK MANAGER. This insurance protects you, as the EVENT ORGANIZER as well as the GS Giants organization.
- b. An information packet including liability waivers will be sent to the EVENT ORGANIZER prior to the start of the event.
  - i. Waivers must be signed by all participants upon check in at the event or prior to event participation.
  - ii. Signed waivers must be returned to the address indicated in the insurance packet within 7 days after the event has ended.
- c. **In the event of a serious mishap where a rider required professional medical attention, the EVENT ORGANIZER must contact the GS GIANTS RISK MANAGER within 24 hours for instructions and information.** The RISK MANAGER will assist with completing the accident report and contact the appropriate insurance agency. A serious mishap includes but is not limited to the following:
  - a. A fatality
  - b. Serious Injury including hospitalization (overnight stay at hospital)
  - c. Head Injury (including prolonged unconsciousness)
  - d. Neck Injury
  - e. Paralysis
  - f. Serious Back Injury
- i. Emergency contact information will be part of the GS Giant registration process. A copy will be sent to the EVENT ORGANIZER prior to the start of the event.

- ii. In the event of a serious mishap, the EVENT ORGANIZER is strongly encouraged to reach out to anyone who is injured. Follow up and make sure the rider is safe and cared for and that the rider's motorcycle and possessions were taken care of appropriately.
- iii. While it is not required, it is strongly suggested you reach out to the local EMS facility if you plan on hosting bike games, a trials course/competition, or other organized riding at your host location. They will often volunteer time to have a team onsite.

## VI. Sponsorship

- a. The growth of the GS Giants has been recognized by many large potential sponsors including BMW Motorrad, BMW MOA, internationally known tire, gear and equipment manufacturers, and others. It is the responsibility of the GSG MARKETING COORDINATOR to solicit their help with the donation of cash and prizes. Cash sponsorships help offset the cost of the events while prizes help generate interest in attendance. In order for us to thrive as a club, this effort has to be coordinated and controlled.
  - i. Once you are on the calendar as an official GS Giant event, you will then be entitled to your share of cash and prizes based on the type of event you are hosting as well as your realistically projected number of participants. Either the EVENT COORDINATOR or the MARKETING COORDINATOR will keep you informed of what you can expect to receive.
  - ii. As the EVENT ORGANIZER, you are welcome to reach out to your local motorcycle dealer (within 250 miles of your event) as well as any local, independent retailer. **You may not contact any national or international manufacturer or retailer without first discussing with the GSG Marketing Coordinator.**
  - iii. The MARKETING COORDINATOR will work with you to determine the amount of exposure a sponsor receives. The amount of exposure is directly proportionate to the size of the donation.
    1. We shouldn't flood the internet with praise for the major corporation who donated a \$50 gift card when the independent manufacturer offers a \$500 prize.
- b. Any cash sponsorships less than \$300 from local merchants may be collected and retained by you, the EVENT ORGANIZER. Any offer of cash sponsorship over \$300 should be coordinated with the MARKETING COORDINATOR and directed to the GSG TREASURER. It will then be passed on to you less the transaction fee (if by credit card or PayPal) and 5% administrative fee which covers expenses including event insurance, shipping, and club administrative costs.

## VI. Swag and Expenses

- a. As the EVENT ORGANIZER, you are free to create your own unique logo for tee shirts, stickers, etc. however as it is officially a GS Giant event, it must also include the GS Giant logo.

- i. The GS Giant logo is copy written and may not be used without permission from the board of directors. As an EVENT ORGANIZER, you may use the logo however, the board will review your design prior to printing or distributing. This is to ensure proper use of the logo and protection of the GS Giant brand.
  - ii. The GS Giant EVENT COORDINATOR will supply you with the correct logo in the proper resolution. You may not alter it in any way other than sizing.
- b. The GS Giant EVENT COORDINATOR will discuss the sale of stickers, flags, patches, and other swag items at your event. If agreed upon by you, the event organizer, these items will be shipped to you along with a reconciliation of cost.
- i. The EVENT COORDINATOR will indicate the price at which these items are to be sold. As the EVENT ORGANIZER, you are responsible for returning unsold inventory along with the proceeds of sold merchandise to the EVENT COORDINATOR within seven days of the close of your event.
  - ii. The Giants are a not-for-profit organization. Sale of these items help offset our costs. We have several club expenses each year including club software, website hosting, postage, charter dues, etc. We never profit from an event and the money used comes from donations.
  - iii. Donation requests have been well received at all events and help us cover the club's expenses. The organization has had great response to the use of donation jugs with a suggested donation of \$5 per rider participating in adventure track events.
- c. All money collected should be mailed to the treasurer within two weeks of the close of the event.

## VII. GS Giant Contacts

**EVENT COORDINATOR:**

Tracy Novacich                      Tracy@Novacich.com      (302) 723-2354  
122 Chesterville Road, Landenberg, PA 19350

**MARKETING COORDINATOR:**

Mark Carrera                      MarkCarrera@gmail.com

**PRESIDENT:**

Roy Hedman                      president@gsgiants.com

**VICE PRESIDENT:**

Russ Kruse                      vicepresident@gsgiants.com

**TREASURER:**

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**SECRETARY/RISK MANAGER:**

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