SEPTEMBER 26, 2020

DETROIT
MONTH OF DESIGN
2020

LANDSCAPE ARCHITECTURE RIDE
EDUCATION IN MOTION

LA RIDE - DETROIT MONTH OF DESIGN 2020
LA Ride
Detroit Month of Design 2020

Landscape
Architecture
Respect
Inclusion
Diversity
Equity

Help us, help young people discover career opportunities that will lead to a productive and fulfilling future by donating to the Michigan ASLA and student scholarships.
LA RIDE – Join Us!!
Ride Details

LA Ride - “Detroit Month of Design”
Cycle Tour 2020

DATE:   September 26th, 2020
GATHERING: 12:00pm to 1:00pm
LAUNCH:   1:00pm to 6:00pm
GATHERING POINT:  601 Mack Ave., Detroit, MI 48201 (Tolan Park next to Lexus Velodrome)

10:00-12:00 Ride the Velodrome! (Optional) Includes Track 101 class, race bike provided, then you can ride anytime for fitness or to race. $40.00  https://lexusvelodrome.com/classes/track-101/

STAGING: The LA Ride crew will be at Lexus Velodrome at 10:00am to set up. Riders are encouraged to show up at 12pm. There will be a pre-launch presentation from 12:00-12:20pm. Lunch will not be provided. Riders are encouraged to dine prior to arrival or bring their own lunch.

FIRST LECTURE: 12:20-12:50pm at Tolan Park next to the Velodrome.

LAUNCH: The LA Ride will leave on time, at 1:00 PM, sharp.

PACE: A Slow to medium paced escorted ride along a fairly flat course.

BRING: Please make sure that your bicycle is in good condition, tires pressured up, ready to go. Helmets are strongly encouraged. Riders should bring water and proper cycling attire. Experienced riders carry simple tool kits, pumps, spare tubes. Lights are encouraged.

COVID-19: Bring a mask, hand sanitizer, practice social distancing and advisories.

RENTAL or “BIKE SHARE” BIKES: Reserve bicycles in advance. Rentals are available through: Wheelhouse Detroit - www.wheelhousedetroit.com/rentals (Please reserve at least two days in advance) MoGo - www.mogodetroit.org (Check website for station locations, pay online or at bike station)

ROUTE: Combination of Detroit city streets and main routes, bike trails. See map. Streets are paved with some pothole conditions. We recommend city commuter bikes, MTBs, cross bikes, vintage, fat bikes, gravel bikes – most any in good condition. Skinny tire road bikers can expect some rough pavement sections and possible crossing of street car tracks (the course will avoid these sections wherever possible).

PARKING: Cyclists can park vehicles at Tolan Park and in lots within close proximity to Tolan Park. Some street parking is available. Cyclists are also encouraged to park a short distance from Tolan Park and ride to the gathering point. There are two schools across the street from the Tolan - Velodrome complex as well.

THE PLAN - LA Ride Detroit is an interactive, slow to medium-paced bike ride, open to the public, where riders visit locations throughout the city designed by Landscape Architects. They will hear details about the projects from the professionals who actually worked on them. We explore city-scapes, parks, trail systems, sustainable landscapes, school campuses, sports facilities, gardens, urban agricultural sites and historic places. Every ride includes “Lecture Sites” and “Mini Stops” where planners, advocates, and technical staff give presentations to the group. Continuing Education Credits are available for $65.00.
**LECTURE SITES:** Include – Tolan Park, “Dequindre Cut”, Detroit International Riverfront, Riverside Park, Bagley Pedestrian Bridge and Mexican Town, Michigan Central Station and the Lexus Velodrome.

**WHO’S GOING?** Attendees of the MiASLA (Michigan Chapter of The American Society of Landscape Architects) Annual Meeting, Landscape Architecture faculty, students, practitioners, public administrators, engineers, local officials, urban explorers, cyclists and friends. The LA Ride is open to anyone interested in a comprehensive tour of notable project sites in Detroit including those seeking CEUs. We especially encourage students who might be considering Landscape Architecture as a rewarding career.

**AFTER PARTY - LEXUS VELODROME:** Once the LA Ride Cycletour concludes, the After Party begins. The Velodrome has a full bar and plans are food trucks will be available. ProAm and Junior racing follows.

At 6:15 pm Dale Hughes, Executive Director of the Detroit Fitness Foundation will provide a presentation on the history of the Velodrome and the Fitness Center. The non-profit organization encourages youth to become part of this venue by offering training and opportunities for cycling and competitive racing. Following the presentation will be two hours of cycle races (7:30-9:00 pm), The lights dim at 9:00 pm and the After Party can continue. Option includes a night ride with Detroit Bicycle Groups details TBA.

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Click **HERE** to register for the ride!
LA RIDE – THE ROUTE
Map & Ride Guide

The map below shows the general course of the ride. Starting at the Lexus Velodrome, utilizing non-motorized pathways, bike lanes and city streets, participants will be led on a bicycle tour of Landscape Architecture projects throughout the City of Detroit and back to the Lexus Velodrome. Ride guides which include maps, speaker bios, and other info will be provided the day of the LA Ride at check in. The route is subject to change. There will be an experienced group of cyclists who will “call” the route depending on traffic, congestion and any unanticipated issues.
LA RIDE Detroit Month of Design Cycle Tour
2020 SPONSORSHIP LEVELS

LA RIDE DETROIT September 26, 2020
(1pm – 6:00 pm +/-)

After Party at the Lexus Velodrome 6:00 PM to Whenever!
All Sponsors Invited to attend at no charge!

Title Sponsor $10,000
LA Ride Detroit Month of Design Cycle Tour 2020, presented to you by: Your Company Name!
1. Ten people can ride the ride at no cost.
2. Incredible Opportunity: Four of your corporate personnel can attend the Lexus Velodrome Track 101 class and ride the track on their race bike.
3. Please provide your logo branded swag so we can distribute to all participants.
4. Your company will receive Ten Free Event T-Shirts. Your logo will be on sleeve of all T-shirts.
5. Your company will receive your brand logo on all neck gaiters.
6. Your company will be recognized at the “Send Off” ceremony.
7. Company representative does 3-minute speech during the official “Send off Ceremony” at start of LA RIDE.
8. Top Position for logos, graphic elements, branding (large font) on the LA RIDE Sponsor Board, displayed at Send-off Ceremony, Lecture Sites, After Party and LA Ride web site.
10. First position on the official LA RIDE, (Ride Guide, given to each rider 250).
11. Sponsor is invited to lead the LA RIDE from launch site.
12. Sponsor listed on the www.laridecycletours.com website for 1 year, branding, video clips, logos.
13. Sponsor listed on the virtual tour (top sponsor position, linked to Detroit Month of Design and available to UNESCO).

Gold Level Sponsor $5,000
1. Tent and Table at the “Send Off” ceremony for the DETROIT, LA RIDE 9-26-20 and registration tent.
2. Company representative does 3-minute speech during the official “Send off Ceremony” at start of LA RIDE.
3. Top Position for logos, graphic elements, branding (large font) on the LA RIDE Sponsor Board, displayed at Send-off Ceremony, Lecture Sites, After Party and LA Ride web site.
5. First position on the official LA RIDE, (Ride Guide, given to each rider 250).
6. Sponsor is invited to lead the LA RIDE from launch site.
7. Sponsor listed on the www.laridecycletours.com website for 1 year, branding, video clips, logos.
8. Sponsor listed on the virtual tour (top sponsor position, linked to Detroit Month of Design and available to UNESCO).
Silver Level Title Sponsors $3,500

1. Company representative does 2-3-minute speech during the official “Send-off Ceremony” at start of LA RIDE.
2. Second position on the LA RIDE Display Board, which will be displayed at the official LA RIDE “Send-off Ceremony” (second point size font).
3. Verbal recognition at the “Send Off” ceremony for the DETROIT, LA RIDE Cycle Tour.
4. 2nd Position on the official LA RIDE Brochure (Ride Guide, 4”x5” given to each rider)
5. Sponsor listed on the www.laridecycletours.com website for 1 year
6. Sponsor listed on the virtual tour as lead sponsor (Second sponsor position, linked to Detroit Month of Design and available to UNESCO).

Bronze Level Sponsors $1,500

1. Third position on the LA RIDE Display Board (third point font), which will be displayed at the official LA RIDE “Send-off Ceremony”. Mention at the “Send Off” ceremony for the DETROIT, LA RIDE.
2. Logo on the official LA RIDE Brochure (Ride Guide, 4”x5” given to each rider, 3rd position)
3. 3rd Position on the official LA RIDE Brochure (Ride Guide, 4”x5” given to each rider)
4. Sponsor listed on the www.laridecycletours.com website for 1 year

Specialty Sponsor Sign Opportunities

- Send off & Registration tent where everyone will register and socialize pre-ride (set up two hours before the ride) $500
- Lecture site, sponsor opportunity $500
- Mini Stops during the RIDE, recognition per lecture site $500
- Final Stop, name recognition before we head to the Evening Social $500
- Evening Social – Main Sponsor of Party following the LA RIDE $1,500

T-Shirt Signature Sponsor

- Name/logo on T-Shirt $1,500

Ride Guide

- Sponsor logo recognition (Each rider gets one) $300

Virtual Tour Sponsors

- Virtual tour sponsorship opportunities available, contacts below.

Contact Bob Ford or Pete Bosheff with questions and to reserve sponsorship opportunities.
Bob Ford: bford@lapinc.net (517) 485-5500
Pete Bosheff: petbosheff@gmail.com (517) 202-1053
More than a bike ride and site tour – A Most Worthy Charity

The intent, from the beginning, was that proceeds from underwriters, sponsors and fees would directly benefit landscape architecture students. We have refined that dream. **Now, with Michigan ASLA’s Diversity, Equity and Inclusion Committee (DEI) fully engaged, your contributions go directly to youth who may not otherwise have had opportunities in the past or today.** Helping create a brighter future, we can introduce any kid directly to our profession via interactive experiences with practitioners, faculty, suppliers, manufacturers, community leaders, local business owners and officials. Our bikes take us to on-site presentations, parks, through neighborhoods and to the After Party. With continued support, we can enhance before and post-ride social events as well. Sponsor the After Party or featured site!

In Collaboration with:

[LOGO]

[LOGO]

[LOGO]

www.michiganasla.org  www.laridecycletours.com  www.designcore.org

Click **HERE** to register as a sponsor!
Our popular LA Ride t-shirt comes with your ride fee, additional t-shirts will be available for $20 each. To guarantee availability, please send your size, number of shirts to: Bob Ford - e: bford@lapinc.net p: (517) 485-5500

LA Ride Hoodies are available for $30

www.laridecycletours.com
Ride Tips

Please make sure your bike is in good repair, tuned and tires pressured properly. We will have pumps and a few tools on the ride. Be prepared for weather conditions. Expect a slow to medium pace and a total loop around 12 miles. Those interested in CEUs will be required to check in with ride organizers. There are parking spaces at the Lexus Velodrome and many lots and garages close by. We also encourage cyclists to park a short distance from the event site and ride in. Expect some street parking.

Please check the website www.laridecycletours.com and Facebook page for updates.

Call or email questions or ideas:
Bob Ford: bford@lapinc.net (517) 485-5500
Pete Bosheff: petbosheff@gmail.com (517) 202-1053
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www.laridecycletours.com

Key! ‘On-Ramps’ to Opportunity, Education, Careers

Through these opportunities, we are not only addressing the original vision to help students but that of Detroit Month of Design 2020 organizers who are committed to providing “On-Ramps” for any student to careers in design, landscape architecture, engineering and related professions.

Ride Day – Tour Loop, Lecture Stops, Mini-Stops, AfterParty – Lexus Velodrome

Ride day is Saturday, September 26. We have assembled some of the best design professionals who will present their creations along the Cycle Tour route. Responses from participants of the 2017 LARide Detroit remain overwhelmingly positive, especially reactions to designer’s presentations. We can include logos, branding elements, products, backdrops, existing video at sites and the After Party.

The Story: DMD 2020 and the Global Pandemic – “We can do this!”

Because of our successful event in 2017, Detroit Month of Design (DMD) officials, encouraged our participation, even with uncertainty of the global pandemic. They waved the jury process confident that we could indeed deliver another quality experience. We accepted the challenge! This said, we could have never had the successful event in 2017 without the support of our colleagues who helped develop the route map, lecture sites, Slow Roll “Squad” and volunteers. This includes our long list of sponsors and presenters for previous LARide CycleTours helping again in 2020. Thanks!

Execution and the “Virtual LARide CycleTour”

DMD 2020 officials are fully aware of concerns, limitations and restrictions associated with the COVID-19 pandemic and are keeping up-to-date regarding guidelines and precautions. To that end and seeing fresh opportunities, DMD officials are encouraging a “hybrid” approach that combines a virtual component with on-the-ground events and presentations. Therefore, we are focused on producing the “Virtual LARide DMD CycleTour 2020” as well as the actual cycle tour on the September, 26th. Contact us to submit your content and video media for the virtual tour.
Sponsor and corporate impressions, logotypes, graphic elements, promotional messaging and your products can be showcased on our social media assets and website. This can include still images, video clips, interviews and more that will remain on our social media for one year. We have confirmed the Lexus Velodrome is host site for the AfterParty and events!

Impacts and Opportunities
The Michigan Chapter of ASLA and most of our industry, has had to cancel events this year due to the pandemic. Once again, DMD’s “hybrid” approach and offers riders two options: a virtual tour or participation in the actual LARide CycleTour on Saturday September, 26th or both! Team LARide is in communication with League of Michigan Bicyclists and the Governor’s office for COVID updates. Todd Scott, Executive Director of Detroit Greenways is monitoring CDC guidelines and other resources.

LARide Virtual CycleTour - with logos, branding, products, video and livestreaming
The virtual ride can include pre-recorded lecturers, sites, sponsorship opportunities and interviews with people who are part of DMD and Landscape Architecture industry. Standby for updates

The “After Party” – Inside the Lexus Velodrome with Bike Races, Food Trucks and Full Bar! Sponsor opportunities abound! The tour loop begins at the Lexus Velodrome/Tolan Park complex and ends at the Velodrome for the After Party! Admission to the races is no charge for LARiders with wristbands. Tentative schedule now is Velodrome Lecture Site presentation begins at 6:30. ProAm and Junior classes at 7:30, racing till 9:00pm. Then the lights go down and the rest of the party begins! We are planning a night ride with local cycling club(s) through the streets of Detroit. The other daytime lecture sites include Riverfront Park, Dequindre Cut, Bagely Bridge, Mexican Town, Michigan Centrail Station. We are working with our ground team in Detroit including Velodrome Director Dale Hughes, Todd Scott and Detroit Greenways, Detroit Parks and Recreation, Raymond Lozano, Mexican Town.

We Need Your Swag for Tour Rider Swag Bags: Boost your brand – Send a box!
Working with Detroit Month of Design (DMD) gives us great visibility during the month of September and sustained via social media. We know the LARide CycleTour “Experience” sticks with participants long after the event. Your sponsor swag and promotional logo items stay with CycleTour participants as well. The opportunity to interact with designers, specifiers, local officials and sponsors offers great exposure to strengthen corporate impressions of our profession and brand awareness that can increase market demand for design services, products and more. Pump up your tires, see you on September 26th!

Bob Ford: bford@lapinc.net (517) 485-5500 (planning) • Pete Bosheff petebosheff@gmail.com (517) 202-1053 (media, rideday execution)
Join us for the LARide DMD 2020 After Party and Bike Races – Inside the Lexus Velodrome with Food Trucks and Full Bar! The presentation begins at 6:30 with Executive Director Dale Hughes to discuss the vision, creation and technical aspects of this amazing facility. Free admission to ProAm and Junior Bike Races beginning at 7:30, racing till 9:00pm. Sponsor opportunities available Admission to the races is no charge for LARiders with wristbands.

Parking
Free - Lot next to Ben Carson High School off Mack and I-75
Free - On street on Southbound I-75/Chrysler Service Drive
Paid - In DMC Parking Structure, Mack & Beaubien 1/2 block walk