**Event 1: Lock your Bike contest**

**Detail:** We ask students, faculty, staff, and community members to lock their bikes correctly, take a picture of themselves (have a friend take your picture) locking your bicycles to the bike racks, and send those pictures to us (Bike at Illinois) via Facebook/Twitter/Instagram. Only one picture per entrant. Following the event, we will send shout-outs to you via Facebook/Twitter/Instagram, and **three** people will be randomly selected to win prizes.

We can have this competition every month or semester to keep people interested. Our first **Lock your Bike** event could take place during the **BTWD (May 1, 2019)**. The volume of bikes will be high, and since there will be several booths in and around campus, we can reach a much larger demographic.

* Prepare a video (15-30 sec) showing how to lock your bikes correctly (Late March or Early April)
* Run the video at a few locations for a week or so
* Put up flyers around the campus 2 weeks before the event (Mid-April)
* During Bike to Work Day, encourage people to Lock their Bikes properly, and inform them about the contest
* Ask Students/Faculty/Staff/Community members to tag Bike at Illinois on Facebook/Twitter/Instagram
* Later in the week, we will collect and organize the data
* Run a “Random” function in Excel to get the 3 winners
* Publish the results on Facebook/Twitter/Instagram/Bike at Illinois of all the winners
* Shout-outs to all entrants (that way we can increase Bike at Illinois’ presence on Social Media)
* Winners will get a prize – T-shirt or something

**Event 2: Hey Bike at Illinois; I moved the VeoRide obstructing the Sidewalk today**

* A short video (5-15 seconds) of people moving incorrectly parked (or abandoned) VeoRides, obstructing the sidewalks/driveways/lawns
* We can tell them in our own short video what to do: Move these bikes to the edge of the sidewalk, if a bike rack is not around
* We can compile these videos, and post it on YouTube

**Event 3: Hey Bike at Illinois; I made my friend pedal today**

Could be a funny video compilation