



2024 CCC Roundtable Summit
Tuesday, February 20, 2024 - 9AM-3PM
Philadelphia Marriott, Salon D
1200 Filbert St, Philadelphia, PA 19107

Schedule:

→ **8:30 - Coffee/Tea**

→ **9 AM: Opening (Adele Nelson & Gary Metcalf)**

- ◆ Welcome & Introductions
- ◆ CCC Purpose and Plans

→ **9:15 AM - 10 AM: Bringing a Ride to Life - Diversification (Gary Metcalf - Cadence Sports)**

- ◆ Ride Structure
 - Single-Multi-Day
 - Same start/finish
 - Linear Point to Point
 - Hub-Spoke
- ◆ Run/Walk
- ◆ Gravel!
- ◆ Brand alignment
- ◆ Technology
- ◆ Fundraising Minimums
- ◆ Successes / Improvements

→ **10 AM - 11 AM: Rider-Donor-Beneficiary Relations (Katie Anders & Sarah Ryszkowski - Courage Classic)**

- ◆ Introduction to Mission
- ◆ Rider → Donor Pipeline
- ◆ Event = Front Door to your organization
- ◆ Tangible Mission Programming
- ◆ Successes / Improvements

→ **11:15 AM - 11:45 AM: Lunch**

→ **11:45 PM - 12:45 PM: Sponsor-Partner Engagement (Joe Apgar - Pelotonia)**

- ◆ Sponsor vs. Partner
- ◆ Strategy
- ◆ Reciprocated Value
- ◆ In-Kind
- ◆ Successes / Improvements

→ **12:45 PM - 1:45 PM: Venue Experience (Plum Whitney - Alzheimer's Association)**

- ◆ Start/Finish Line
- ◆ Finish Line Experience Timing
- ◆ Branding/Activation
- ◆ Alcohol!
- ◆ Successes / Improvements

→ **1:45 PM - 2:45 PM: Ride Safety (Roger Mast & Megan Stephens - Cadence Sports)**

- ◆ Law Enforcement standards
- ◆ Medical standards
- ◆ Signage standards
- ◆ Safety Messaging/Video
- ◆ SAG/Last Rider
- ◆ Communications
- ◆ E Bikes
- ◆ Rider Tracking
- ◆ Opportunity Costs
- ◆ Successes / Improvements

→ **2:45 PM - 3PM: Closing**