

Thank you for your interest in being a host city for Amerivespa. We like to think of it as your local Club and Shop working together to throw the biggest rally you can with the Vespa Clubs money. That said you know your city best. We would like as much local flavor as possible but it's a large event. When pitching it to your local hotels and possibly city it's a very large meeting or a small convention and will bring a lot of revenue to the city for four or more days.

We've created this doc so that you can scale your event appropriately. Some tips trick and some expectations are included. We'll start with the basics

Who: Anywhere from 500-800 Vespa Fans

When: Amerivespa is typically held between June and August. Its a family event for some so this works well.

What: a 4-5 Day celebration of all things Vespa

Where: Your City or Town

Why: Its really a convention of Scooters not just a rally. Vendors, Sponsors, Participants you need to consider all of their needs when planning. The subtext however is to grow your own rally buy showcasing what you have.

Basic needs

Hotel or Hotels this is key and usually linked to the banquet dinner.

We need accommodations for 500-800 people it would be nice if it could all be the same hotel. We Need you to source the hotel making sure there is a large chunk of rooms that we can get a discount on and a banquet facility to feed 500 people a buffet style meal that hopefully has some local flavors. You do the leg work on this and we will do the negotiations you should talk to the Sales Mgr and or the Director of Event Planning for these hotels and get us their contact information. Don't have one hotel that's big enough? That's OK **Minimum is Banquet facility for 500** people. Camp grounds are great but not great for everyone.

Press Release: Once we have some details Dates, Host hotel, We need to get the info out there

Artwork: Needed for the Patch, Poster and Shirt and any other swag we make. Should be a local artist or if you have pull with a well known national artist that's cool to. Should have to do with the theme you are shooting for or your town or city.

Registration Area: We like to use the host hotel or local shop for this. But are open to venues but don't like to pay for it. Also we hate moving it around so one spot is always best.

Sponsorships: While the VCOA has some pretty big sponsors that we will hit up to fund this party its also on the local organizers to find local Sponsors and Vendors. Your sponsorship committee should create a "Sponsor/Vendor Packet"? Needs to include art, press release, form, etc.

Scooter rentals: If available we will make them wish they had more scooters. See if you can work a discount!

Truck and Trailer parking. People come from all over and they bring them. Local shops, empty lot that you ask the owner if we can use or Hotels all good places.

Vendor Opportunities. When planning events make sure there is some activity around the Vendor booths. Remember they paid to be here and need as much exposure as possible so they want to come back and support your rally after Amerivespa is gone. We like to see three vendor opprotunites over three days. If using a hotel for registratoin use this space for vendors as well. Use Saturday as a no ride day Focus on games, entertainment, Vendors, Concourse.

After that is a rally a big rally!

You're gonna need rides, venues, entertainment. A list of attractions.

Not that you need this list but here go's

Wednesday or Thursday night. Meet and Greet. Should be a local place that your local scooter club goes to.

If Thursday registration booth open

Thursday-Friday Usually the host club does a long ride on this day and goes somewhere cool. Still have a registration area open. Larger evening events maybe some limited Vendor set up.

Saturday. Rally stuff all day. Registration , Rides, Competitions, Vendors, Blg evening event.

Sunday. Repeat with new exciting stuff. but the evening is the Banquet Awards Ceremony.

Monday. Some places have done events on Monday that fine. No registration needed.

Ride planning: Make sure you have long rides short rides, destination rides, rides for those who love riding those you arn't so good in a group. Vintage and Modern rides are ok too. You can have the same ride at different times for different groups.

When planning stuff keep in mind distance and time to get 300 bikes out of the city. If your metro area is sprawling it makes sense to keep the rally on the edge of town as the hub and venture in and out as needed.

Not everyone is going to want to do everything so not every event has to be for 500 people. Just keep in mind that the Banquet and Day activities including Vendor space needs to hold 500. Also try to keep in mind Shade!!!!