

GUIDELINE – ATHRA FEATURE RIDE REQUIREMENTS



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For a ride to be featured on the ATHRA website homepage, it must meet the mandatory requirements. These are listed below and supporting material must be provided. Eg: promotional materials, nomination forms etc

Club Name:	
Ride Name:	
Date:	

ITEM	MANDATORY REQUIREMENTS	YES	NO	NON-MANDATORY REQUIREMENTS
1.	Must be open to all ATHRA members nationally.			
2.	Promotes and publicizes ATHRA. The ride must be conducted under the ATHRA Code of Conduct. The ride must be advertised both within and outside the ATHRA community. ATHRA must be prominently featured on promotional material.			
3.	Attract new members. The ride must be open to non ATHRA members with a strategy in place to encourage new membership.			
4.	The ride must promote ATHRA ideals by engaging the local community by providing fundraising or promoting local community events or charities.			
			5.	Does the ride have its own social media profile eg Facebook, website etc?
			6.	Is the ride an annual event and how many years has it been conducted?
			7.	Does the ride attract local media coverage and sponsorship?

Please provide supporting material with your application. eg Nomination or registration forms, promotional brochures, website address, Facebook page link etc.