**BRAN Planning Guide**

BRAN was established in 1981 by the Northwest Rotary of Omaha as a community service project to provide a safe enjoyable bicycle ride across the state of Nebraska with the hope of helping others. BRAN has developed a reputation of seeing the State of Nebraska up close and personal and allows our participants to see the beautiful countryside, historical features, and the people of Nebraska.

BRAN as an entity is set up as a charitable Nebraska non-profit corporation. BRAN uses its excess revenues to provide scholarships to Nebraska high school graduates towards Colleges and Universities or Trade Schools within the state of Nebraska. It is BRAN’s way to give back to the students and their communities.

In 2019, the Omaha Northwest Rotary transferred BRAN Inc. (a non-profit org.) to the Omaha Pedalers Bicycle Club (another non-profit org.) and was reincorporated to the tradition of providing a safe enjoyable bicycle ride across Nebraska as well as providing scholarships. The Omaha Pedalers Bicycle Club was established in 1970 to help promote bicycling in and around the Omaha Metro as well as other communities throughout Nebraska. The 200+ members are bound together by common interests in health, exercise and bicycling. The Club sponsors a wide variety of tours, overnight rides in the spring and fall and several social rides throughout the year.

**BRAN Facts:**

* The Bicycle Ride Across Nebraska Inc. (BRAN) is a non-competitive tour providing a safe and well supported ride for cyclists of all ages and ability levels.
* BRAN is a non-profit org. providing scholarships for Nebraska high school graduates who will be attending Nebraska trade schools, colleges or universities.
* BRAN has no paid staff. Each individual volunteers their time to help plan, support or work the ride during the week to help promote their love of cycling while promoting the state.
* BRAN is the longest existing cycling tour in Nebraska and has never had a fatality.
* BRAN provides individuals an opportunity to participate in a recreational activity which build camaraderie, promotes the towns, historical places and the scenery across the great state of Nebraska.
* BRAN has been nationally recognized by the National Bicycle Tour Director’s Association/Bicycle Tour Network and is highly visibility in the cycling and philanthropic community as a safe ride based on community service.

**Host Community Benefits:**

BRAN is a source of economic development and tourism for the towns we go through. Committees in each town work hard to prepare for BRAN. Riders and staff will purchase food, necessities and other items when visiting each town. It is important to showcase your community as you will be hosting riders from 28-35 states, foreign countries and especially, fellow Nebraskans. Surprisingly, the average age of riders is over 50. These people/riders become your ambassadors when they write blogs, tweet and post on social media about what is happening on BRAN. Also, every one of these people/riders will share with others their experiences on BRAN, including the outstanding things they experience. Be the community they talk about! Use these ambassadors to help share what your community has to offer and encourage them and their family and friends to visit your community in the future.

A BRAN scholarship of $1500 is awarded to each Overnight Host Community. You may split that money into smaller increments to award multiple students a scholarship. By showcasing and getting the riders to remember your special community; the riders will vote at the end of the ride for the Best Host Community. The winning community will receive an additional $1500 in scholarship funds.

Each overnight town may receive one (1) free BRAN registration for a person interested in participating in the ride. We hope that your town’s coordinator will take advantage soliciting this opportunity to a cyclist within their community. Your town’s coordinator is required to let us know who that person is so that we can waive their registration fee. (In order to allow others the opportunity in future years to get their fee waived this offer is good one time only for the person who was selected from their community).

Each community will be assigned a member from our Route Committee as your Liaison to BRAN. They will keep the local contact person abreast of actual registration numbers for the year. Your BRAN Liaison is there for you to answer questions, bounce ideas and keep the community up to date on any changes.

**FOOD:**

**Advertise for businesses.** This can be done in the Rider Guide so the riders can plan for food that day and/or on the road into town. Some communities have provided fliers to riders the night before in the previous overnight towns. Others have used signs along the route to advertise what is available and how much. \*In Stromsburg we will hand out a flier at the Welcome Tent. Please also consider advertising in their Guide!

**Food Costs**- BRAN doesn’t ask for any special discounts for its riders on meals. At the same time, we don’t expect the riders to pay more than others. Tell providers to charge what they normally would charge their neighbors. In general, BRAN riders typically pay the following for food:

Breakfast $5-10 Lunch $8-12 Dinner $10-15

The menu should determine the cost. Free will donation often will garner more revenue than a set price.

**BRAN Tour Guide**

A BRAN Tour Guide is provided to each ride participant. The Tour Guide is a travelogue of the route containing the daily route maps, highlights and points of interest in the various communities along the route. This is a quality 4.25’ x 7’ book.

In view of the positive economic impact BRAN will have, host communities area asked to help defray production costs of the Tour Guide through the purchase of advertising space in the booklet. The Tour Guide represents an ideal opportunity for area businesses to advertise their products of services. The best advertisers for the Tour Guide are those businesses who will benefit the most from having BRAN come to town- restaurants, bars, banks, motels, bed & Breakfasts, ice cream shops, movie houses, convenience and grocery stores and other local businesses. Community organizations should also consider purchasing ads to welcome the riders to support their fundraising efforts.

The cost of the ads is:

Full page (3.75’ high x 6.25’ wide) is $85

Half page ad (3.75’ high x 3.125” wide) is $45

Quarter page ad (1.75’ x 3.125’ wide) is $30

Ads are due by April 1, 2024. The ads should be camera ready, in a PDF, JPG or WORD format. The ads and checks, payable to The Bicycle Ride Across Nebraska Inc., should be sent to the Director at: Bicycle Ride Across Nebraska, Attn: Doug Scherlie, PO Box 461113, Papillion, NE 68046. If the advertiser would like to submit the ad via the internet, send to [bicyclerideacrossnebraska@gmail.com](mailto:bicyclerideacrossnebraska@gmail.com). No ad will be placed until the check is received at the above address.