



MASS DRIVE CLEAN

Sponsoring a Campaign Event

ON THE ROAD
TO CLEAN AIR





ON THE ROAD
TO CLEAN AIR

MASS DRIVE CLEAN: Bringing Electric Vehicle Test Drives To Your Community

Over the past four years, thousands of residents across Massachusetts received a first-hand glimpse into the future of transportation with professionally produced and safe electric vehicle test drive events.

MASS DRIVE CLEAN (MDC) is the nation's longest running and largest statewide plug-in electric vehicle (PEV) education campaign. Since its inception in 2015, MDC has introduced hundreds of thousands of people to the benefits of driving electric and the latest generation of PEVs through professionally-produced test drive events held at public and private locales across the state. The campaign is a private-public partnership including the Commonwealth of Massachusetts, REACH Strategies, Plug In America, National Grid, Eversource, and others. The post-event surveys have shown the impact of a first-hand experience can produce a consumer conversion rate to PEV purchase/lease of up to 12.5%. In addition, the events provide great platforms for fun, educational employee/community engagement.

We are pleased you are interested in hosting a ride and drive. Your involvement will allow us to work with your team to create a custom tailored event that works best for you and supports your company/community goals.

www.massdriveclean.org



ON THE ROAD
TO CLEAN AIR

How MASS DRIVE CLEAN Works

Your MASS DRIVE CLEAN ride and drive event will be tailored to meet your needs and is designed to be purely informational - no sales pitch or pressure to purchase. The experience is structured to be as simple as possible for you as the sponsor - you simply set a date and time that works for you, and we take care of virtually everything else. REACH Strategies will bring a professionally produced and safe test drive event to your location. REACH leverages years of experience to manage all event components including providing professional on-site staffing with trained PEV specialists to ensure safety and a positive consumer experience, a range of vehicles from a variety of participating auto dealers and manufacturers, and pre- and post-event surveys to document changes in consumer attitudes towards PEVs as a result of the test drive experience.

REACH Strategies has delivered over 100 events and over 7,500 safe test drives in various public and private settings. Other hosts have included Google, MassMutual, Intel, The World Sailing Match, Raytheon, Coca Cola, and NetApp, among others.

www.massdriveclean.org



ON THE ROAD
TO CLEAN AIR

Creating Your Event: Phase One - Getting Started

Our process for bringing an event to your location begins with a series of launch conversations where we explore your needs, goals for the days, and develop a clear understanding of which event approach will work best for you. Key topics we cover include:

Event Design: We will work with your team to establish the overall approach to your event including design elements, event components, and other considerations. We will supply MASS DRIVE CLEAN branded event footprint materials including the registration tent, signage, feather flags, educational materials and more.

Promotion Materials & Strategy: We will work with you and your team to determine the best internal and external outreach methods for publicizing the event and provide all the necessary materials to support your outreach efforts. Outreach options include newsletters, onsite posters or displays leading up to the event, email blasts, press releases, social content and more.



ON THE ROAD
TO CLEAN AIR

Creating Your Event: Phase One - Other Event Components?

Some event sponsors like to include elements beyond the standard, basic PEV ride and drive. We'll also explore whether that's of interest to you.

Additional Event Considerations: We will work with you and your team to incorporate any desired additional event considerations. Additional considerations can serve as extra incentive for employee/community engagement. Contingent on the your direction and final approval, elements could include:

- Special engagement opportunities;
- Entertainment such as a DJ;
- Child-friendly entertainment;
- Food options; and
- Give-aways and raffle prizes.

All additional considerations would be billed to you on a pre-approved, reimbursable basis.

www.massdriveclean.org



ON THE ROAD
TO CLEAN AIR

Producing Your Event!

Phase Two - Setting Specific Event Parameters

With the general understanding of your event needs set, we will create a detailed event management strategy and plan.

Event Details & Roles: We will work with your team to create a game plan for the overall event experience that explicitly maps out event logistics, roles for advance and day-of event promotion and coordination. Typical we suggest thinking of events as running over an extended lunch hour from 10:30 AM - 3 PM, though specific event timing will be set at your direction. We generally anticipate most participants spend roughly 30-45 minutes at the event. During this task we ensure that we understand and have clarity on all insurance requirements.



ON THE ROAD
TO CLEAN AIR

Producing Your Event!

Phase Two - Onboarding Vehicles and other Vendors

Of course, an electric vehicle test drive event is incomplete without the right number of options for testing and other vendors of your choices on site:

Vehicles: We will work with your team to determine the appropriate number, type, and brands of electric and fuel cell vehicles.

Additional Participants: Exhibitors of your choice are invited to host informational tables for your event attendees. In addition to vehicle providers, other exhibitors can include charging infrastructures, solar, renewable energy organizations, local action groups, local eco-friendly or others of your choosing. Again, every exhibitor invited will reflect your preference as the sponsor.

All exhibitors will be instructed on the purpose of the event, including the educational and non-sales nature.



ON THE ROAD
TO CLEAN AIR

Producing Your Event!

Phase Two - Test Drive Course and Other Logistics

Careful attention paid to onsite considerations related to your test drive route and other event-specific elements will help ensure that the overall event experience is safe and satisfying for the participants:

Test Drive Course: We will work with your team to develop a confirmed test drive course. We will document the course and have printed copies for use onsite.

Onsite Logistics: We will work with your team to confirm how we will approach production of the event and other important considerations including: charging resources for vehicles, power for specific exhibitors, and coordination of the onsite event construction, signage, and the like.



ON THE ROAD
TO CLEAN AIR

Your Event Day!

Phase Three: Day-of Event Management Event Report

Our professional team will ensure that your test drive event comes off without a hitch and that you quickly receive a final event report capturing all of the salient event details and related survey data.

On-Site Event Production: REACH will manage all aspects of the on-site event production, including providing day-of coordination and support for the event. Our on-site staff coordinate with the planning team and incoming exhibitor event teams. We staff traffic management, survey collection, registration and coordinate driver license checks and insurance waiver collection for participants. The REACH team ensures the overall event is safe and an enjoyable experience for all participants including providing educational materials.

Final Report: We will complete a summary report about the event including metrics on attendees, number of ride-and-drives, and an overview of our assessment of the event's impact.



ON THE ROAD
TO CLEAN AIR

MASS DRIVE CLEAN Event Experiences: What Others Have Said

“It was a well organized event that gave the opportunity to the employees to experience the new technology associated with the electric vehicles. As a member of a dealer showing the vehicles I definitely had a few laughs and got a chance to relay some valuable information to them.” - Colonial Nissan of Medford

“We need more of exactly what you are doing. We don’t need 8 of these events next year, we need 80.” - John Gilbrook, Chargepoint

“The event showcased the positive impact electric vehicles have on society by allowing Raytheon employees the opportunity to learn, see, touch and drive these vehicles. It also allowed Raytheon the opportunity to show their company support and commitment to sustainability by sponsoring the event. Based on the experience, assistance and professionalism of the REACH team, our event was a complete success. Thank you!” - Brian Balukonis, Raytheon



ON THE ROAD
TO CLEAN AIR

MASS DRIVE CLEAN: Developing the Best Approach for You

We recognize that circumstances vary widely among MASS DRIVE CLEAN event hosts. As a result, we have developed a tiered approach to allow you to structure an event best suited to your needs.

Regardless of the approach you select, the REACH team will be there to support every aspect of pre-event planning and on-site event production. Our expert team will guide the process from start to finish including managing liability, coordinating vehicles, promotion, and on-site coordination with your planning team and incoming exhibitor event teams, managing registration, and collecting survey data. Your post-event report will be delivered to you within 14 days of the event.



MASS DRIVE CLEAN: Tier 1: Elements of a Basic Event

ON THE ROAD
TO CLEAN AIR

MASS DRIVE CLEAN began as a basic electric vehicle test drive campaign with the emphasis on a handful of vehicles available for test drives during a few hour long event window. This event structure is a good approach for events of up to 150 people.

Ride & Drive

- All coordination of the ride and drive including arranging vehicles, managing liability, planning the route, and coordinating with the planning team.
- Three to five test drive vehicles from one to two brands.
- One to two static display vehicles (if desired).
- Two to three on-site production staff.
- Attendance range of 80-150 persons.
- Event timing of 2-4 hours.

Promotion

- Standard, non-event specific promotional materials. This will include generic email language, posters, etc.
- Guidance on promotional activities.
- Printing of waivers and MDC generic educational handouts.

Budget: \$3,000



MASS DRIVE CLEAN: Tier 2: Developing an Expanded Event

ON THE ROAD
TO CLEAN AIR

For MDC site hosts interested in events with more vehicles, other event components like electric bikes, and various promotion approaches. The expanded event footprint supports those elements and is a good approach for events of up to 300 participants.

Ride & Drive

- All coordination of the ride and drive including arranging vehicles, managing liability, planning the route, and coordinating with the planning team.
- Five to eight test drive vehicles from three to four brands.
- Two to four static display vehicles (if desired).
- Three to four on-site production staff.
- Attendance range of 200-300 persons.
- Event timing of 3-4 hours.

Additional Considerations

- Coordination of electric bicycles for test rides.
- Coordination of food for purchase (food truck/vendor).

Promotion

- Event specific promotional poster.
- Standard promotional materials including email templates, newsletter blurb, website content, etc.
- Guidance on promotional activities.
- Printing of waivers and MDC generic educational handouts.

Budget: \$5,000



ON THE ROAD
TO CLEAN AIR

MASS DRIVE CLEAN: Tier 3: Hosting a Broader Sustainability Fair

Electric vehicles are among a host of sustainable technology and consumer options now available to households. A broader sustainability fair brings those themes together and can be a good approach for events from the very small to large.

Ride & Drive

- All organizing of the ride and drive including arranging vehicles, managing liability, planning the route, and coordinating with the planning team.
- Four to five on-site production staff.

Additional Considerations

- Coordination of electric bicycles for test rides.
- Coordination of food for purchase (food truck/vendor).
- Coordination of sustainability fair including arranging exhibitors.
- Event timing at host discretion.

Promotion

- Event specific promotional poster and other desired content.
- Event specific signage.
- Organization of promotional activities including outreach to community groups, posting to community calendars, social media content, and more.
- Printing of waivers and MDC generic educational handouts.

Budget: \$7,500



MASS DRIVE CLEAN: Tier 4: Become a State-Level Campaign Sponsor

ON THE ROAD
TO CLEAN AIR

Some event hosts are interested in promoting a broader objective thought becoming an MDC state-level sponsor. This option allows the host to highlight their commitment to clean transportation and sustainability through furthering campaign reach and supporting the non-profit Plug In America.

Ride & Drive

- All coordination of the ride and drive including arranging vehicles, managing liability, planning the route, and coordinating with the planning team.
- At least five on-site production staff.

Additional Considerations

- Coordination of electric bicycles for test rides.
- Coordination of food for purchase (food trucks/vendors).
- Coordination of sustainability fair including arranging exhibitors.
- Coordination of additional considerations including speaking program, entertainment, engagement opportunities, etc.
- Additional direct event expenses included up to \$500.

Promotion

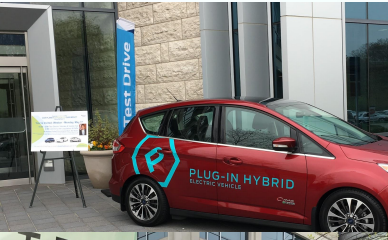
- Event specific promotional poster and other desired content, signage, and social media content.
- Organization of promotional activities including outreach to community groups, posting to community calendars, and more.
- Plug In America social promotion, website posting, and member outreach.
- Highlight as an MDC sponsor on website and in annual report.
- Printing of waivers and MDC branded educational handouts.

Budget: \$10,000



MASS DRIVE CLEAN: Your imagination is the limit!

ON THE ROAD
TO CLEAN AIR





ON THE ROAD
TO CLEAN AIR

Getting Started!

To begin developing your event, simply contact Amanda Scarborough (amanda@reach-strategies.org) and we can schedule an introductory call.

We look forward to hearing from you!