



Event Planning Handbook



DEAR PELOTONIA COMMUNITY,

Children are among our most enthusiastic spectators and fundraisers, so we are thrilled to engage the next generation of Pelotonia participants through a unique and meaningful program: Pelotonia Kids. Inspired by neighborhood kids rides across our communities, this program has grown thanks to passionate organizers and supporters who believe in introducing young people to the Pelotonia mission.

These events are fun and impactful for kids and adults alike. True to the Pelotonia spirit, Pelotonia Kids takes a grassroots approach, with each event organized by community members who create a uniquely local experience. This handbook offers guidelines to ensure a consistent Pelotonia Kids experience, along with resources to support your efforts along the way.

One hundred percent of every dollar raised by Pelotonia Kids participants is directed to innovative pediatric cancer research at Nationwide Children's Hospital, in collaboration with The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. We are grateful to partner with these renowned institutions, which are leading the way in research and care to save and extend the lives of cancer patients, including children.

This program holds deep personal significance for me, not only as a cancer Survivor who was diagnosed as a young adult, but also as the sibling of a pediatric cancer Survivor. And as a parent myself, it has been incredibly rewarding to see more children engage with the Pelotonia community through these rides. Seeing the joy and enthusiasm of Pelotonia Kids participants, including my own daughter, is inspiring and fills me with hope.

I want to extend a heartfelt thank you to the many community members who supported the original kids rides. Your creativity and intentional approach to engaging youth in fundraising laid the foundation for the launch of Pelotonia Kids and continues to inspire others. To the new hosts stepping up to organize kids rides using this handbook, we are sincerely grateful for your commitment to bringing the Pelotonia experience to children in your communities. We can't wait to see the continued impact of Pelotonia Kids this year and in the years to come.

Thank you for your ongoing support as we inspire the next generation to join our mission.

One Goal,



Joe Apgar
CHIEF EXECUTIVE OFFICER
PELOTONIA
—
Cancer Survivor

INTRODUCTION



PELOTONIA KIDS IS A SERIES OF YOUTH-FOCUSED CYCLING EVENTS DESIGNED TO ENGAGE THE NEXT GENERATION OF PELOTONIA PARTICIPANTS WHILE RAISING FUNDS FOR PEDIATRIC CANCER RESEARCH.

This handbook is designed to support Pelotonia Kids organizers by providing best practices, planning tools, and helpful resources to host safe, successful events in any community, while ensuring a consistent Pelotonia Kids experience across all rides.

Through Pelotonia Kids, 100% of every participant-raised dollar supports innovative pediatric cancer research at Nationwide Children's Hospital in collaboration with The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute.

Nationwide Children's Hospital is a national leader, providing world-class treatment and advancing research that improves outcomes for pediatric cancer patients locally and around the world. Every Pelotonia Kids ride helps fuel discoveries that give children and family more hope.

IN COLLABORATION WITH

The James



THE OHIO STATE UNIVERSITY
COMPREHENSIVE CANCER CENTER

BENEFITING



NATIONWIDE
CHILDREN'S



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GETTING STARTED

REQUIREMENTS FOR PELOTONIA KIDS RIDES

ALL PELOTONIA KIDS RIDES MUST MEET THE FOLLOWING REQUIREMENTS:

- Event registration with Pelotonia (detailed below)
- Event insurance coverage (independently or through Pelotonia)
- An event safety plan, protocols, and support as determined by event structure and in consultation with Pelotonia staff



EVENT REGISTRATION

EACH PELOTONIA KIDS RIDE WILL USE A DEDICATED PLEDGE IT REGISTRATION PAGE THAT ALLOWS ORGANIZERS TO:

- Collect participant registrations and donations
- Gather standard information such as t-shirt sizes and electronic waiver agreements
- Customize event details including photos, descriptions, and locations

TO ALLOW AS MANY FAMILIES AS POSSIBLE TO PARTICIPATE, WE RECOMMEND HAVING NO REGISTRATION FEE; HOWEVER, YOU CAN DETERMINE WHAT WORKS BEST FOR YOUR RIDE.

Although the majority of registrations should occur through Pledge It, we also encourage on-site registrations on the day of the event, which will give you flexibility to accommodate the largest number of participants. Please note, it will just be important to ensure on-site registrants are also signing off on participant waivers.



FUNDRAISING AND DONATIONS BEST PRACTICES

EACH RIDE CAN DETERMINE THEIR OWN PARTICIPANT FUNDRAISING REQUIREMENTS, BUT A FEW IDEAS AND RECOMMENDATIONS TO MAXIMIZE YOUR IMPACT COULD BE:

- Encourage participants to personalize and use the individual fundraising page they'll have created on Pledgelt.org when they register.
- **Pledge Form:** This can be an effective way of showing kids how their participation in your Pelotonia Kids event can raise money to help people with cancer. The format can be customized depending on the structure of your ride (if it's a loop route where kids can ride as much as they want vs. a neighborhood route where they'll only ride one lap, etc.), and can be a fun way to ask participants to push themselves! An example of a pledge form can be found in Appendix A.
- **Pro Tip:** Be sure to emphasize the importance of follow-up with participants! Collect contact information on the pledge form from all pledgers and encourage participants to follow up and request that those who pledged follow through on their donation.

DONATIONS CAN BE COLLECTED IN SEVERAL WAYS! PELOTONIA ACCEPTS DONATIONS THROUGH THE FOLLOWING METHODS:

- **Online:** Direct donations can be made to the designated Kids Ride or Rider through Pledgeit.org. Sharing the link to the page directly means no additional work for you, and the donation comes directly to Pelotonia to be attributed to Nationwide Children's Hospital. Pledgelt accepts donations through most credit cards including VISA, Mastercard, Google Pay, Apple Pay, AMEX, and Discover.
- **Pro Tip:** Create a QR code that links directly to your event's Pledgelt page, then print and post this around your event to give people a quick way to donate in the moment!
- **Cash and Checks:** Any donations collected outside of direct contributions to the event's Pledgelt page can be made by bringing cash or checks into Pelotonia HQ and designating them to be put towards the specific Pelotonia Kids event. We are located on the fourth floor of the Energy Advancement and Innovation Center at 2281 Kenny Road, Suite 450, Columbus OH 43210.

ENCOURAGE PARTICIPANTS TO SHARE THEIR INDIVIDUAL FUNDRAISING PAGE WITH THEIR NETWORKS, INCLUDING THEIR PLEDGE FORM!

FOR MORE INFORMATION ON DONATIONS, PLEASE VISIT:

pelotonia.org/resources/donation-resources



PLANNING YOUR RIDE

PLANNING CHECKLIST

2-3 MONTHS BEFORE EVENT

- Confirm date and share with Pelotonia staff. Please note that no Pelotonia Kids events can be held the same dates as Pelotonia's Ride Weekend and Gravel Day, or the weekends before or after these events. For 2026, these dates include July 25 - August 9 and September 26 - October 11.
- Customize Pledgelt page provided by Pelotonia with specific event details.
- Confirm host venue.
- Confirm route/loop to be used.
- Connect with local law enforcement.
- Announce date to community and begin marketing efforts.
- Approach local businesses about partnership opportunities.

2 WEEKS BEFORE EVENT

- Create a QR code to post on signage and share with participants.
- Send estimated number of participants to Pelotonia staff for giveaways to be provided.
- Confirm timeline of day and any support needed with venue contact.
- Confirm all law enforcement needs are covered.
- Send Certificates of Insurance to all necessary parties.
- Send Certificates of Insurance from vendors with Pelotonia listed as additional insured to Pelotonia (if required - confirm with Pelotonia staff.)

1 MONTH BEFORE EVENT

- Confirm all necessary vendors (portable toilets, power, etc.).
- Confirm food and beverage.
- Confirm law enforcement needs.
- Confirm on-site first aid.
- Create event-specific social media channels.
- Recruit the needed number of volunteers to staff your event.
- Confirm equipment pick-up date with Pelotonia staff.
- Create any signage specific to your event.
- Submit Insurance Coverage Request Form to Pelotonia staff ([see Appendix F](#)).



PLANNING CHECKLIST CONT.

WEEK OF EVENT

- Purchase or pick up any food and beverages needed.
- Share final timeline of day with all appropriate vendors.
- Print all paperwork like waivers and check-in lists. Pelotonia can help if needed!
- Send confirmation email to all volunteers.
- Send confirmation email with event details to all registered participants.
- Visit Pelotonia warehouse for equipment pick-up.
- Fill in the emergency action plan template and add to supply bin to have on-site.
- Monitor expected weather. Have a plan to communicate any changes.

AFTER THE EVENT

- Return all borrowed equipment to the Pelotonia warehouse.
- Send a thank you note and fundraising reminder to all participants.
- Submit budget form for reimbursement to Pelotonia.

DAY OF EVENT

- Ensure first aid and/or EMS arrival.
- Ensure law enforcement posts covered.
- Greet all volunteers and provide direction.
- Set up pop-up tents.
- Set up start- and finish-line arch/truss.
- Set out all food and beverages.



DETERMINE YOUR VENUE

THERE ARE SO MANY OPTIONS WHEN THINKING ABOUT WHERE TO HOST A PELOTONIA KIDS EVENT IN YOUR COMMUNITY INCLUDING SCHOOLS, PARKS, AND OTHER PUBLIC PLACES. TAKE THE FOLLOWING INTO CONSIDERATION WHEN CHOOSING A VENUE:

- Adequate parking for all participants, volunteers, and spectators
- Space required to support the size of your event, including anticipated participants and spectators
- Access to resources (e.g. electricity, water, etc.)
- Access to a track, low-traffic roads, or a large enough parking lot to create a route/ride area

CREATE YOUR ROUTE

ROUTES CAN BE CREATED IN A VARIETY OF FORMATS DEPENDING ON YOUR VENUE FEATURES AND THE AREA IN WHICH YOU ARE HOSTING YOUR EVENT. ROUTE SUGGESTIONS INCLUDE:

- Parking lots
- School playgrounds, tracks, or other athletic facilities
- Park trail systems
- Public roadways if supported by local law enforcement

If using school property, you can work directly with your school contact to obtain permission and work through any potential issues. If using public roadways, reach out to your local law enforcement agency (typically, a contact for community relations and/or special event requests) to start the conversation. You can propose your ideas for routing and what intersections and/or streets would need support, then rely on their feedback, recommendations, and ability to support your requests to finalize your plans.

- **Pro Tip:** Think about how you can create a variety of experiences to appeal to different age groups. A “tot lot” with cones in a parking lot paired with a 1-2 mile neighborhood loop would offer options for a wide range of ages!

PARTNERSHIPS

We encourage you to think about local businesses that may be interested in being part of your event! Whether it's a local bakery that might provide breakfast treats or a grocery store that can donate bottled drinks and packaged snacks, anything can help make your event unique and keep costs down. Included [here](#) are Pelotonia's W-9 showing nonprofit status, as well as a sample in-kind donation receipt.

VENUE LAYOUT AND LOGISTICS

ONCE YOU HAVE YOUR VENUE AND ROUTE DETERMINED, YOU CAN THINK ABOUT THE OTHER ELEMENTS THAT WILL MAKE YOUR PELOTONIA KIDS EVENT INCREDIBLE! RECOMMENDED VENDORS CAN BE FOUND IN [APPENDIX B](#). ELEMENTS TO CONSIDER INCLUDE:

- **Restrooms:** If your venue does not have indoor facilities for use, you will need to rent portable toilet units. A general rule is to have one portable toilet for every 30-50 expected attendees, and that an ADA-accessible unit should also be available.
- **Participant Check-In:** An area that is easily seen at the main entrance to your venue should be set up for participants to sign in and have parents/guardians sign waivers.
- **Waste Management:** Plan accordingly for the disposal of trash and recycling from your event. If you are unable to use on-site dumpsters, you may need to arrange to take bags of waste off site for disposal.
- **Electricity:** You may need power (for speakers, activations, etc.) and likely will be in an area or venue where it may not be easily accessible. In this case, renting a small generator for these purposes may be the simplest solution.
- **Sound System and Music:** Music can help create a fun and festive atmosphere. Be sure to choose a clean, family-friendly playlist, and think about how you'll have someone rally your participants when it's time for the ride to start! (Note: a small speaker is available upon request as part of the Pelotonia equipment loan program.)
- **Food and Beverage:** The scale of food and beverage options is up to you! At a minimum, be sure to have water available for your participants to stay hydrated and some post-ride snacks to refuel. Recommendations for post-ride snacks include peanut butter and jelly sandwiches, granola bars, bananas, oranges, pretzels, Goldfish crackers, applesauce, fruit snacks, water, juice, and Gatorade.
- **Fun Activations:** Think about some fun activities and decor that can provide photo opportunities and ways for kids to have fun and stay engaged! Coloring stations, face painting, balloon twisters or displays, photo backdrops, and bike decorations are always a win, but use your imagination and come up with things that may speak to the unique nature of your community and event!

BUDGET

Pelotonia will reimburse up to \$1,500 in expenses for your Pelotonia Kids event. With the help of event partners and an equipment loan from Pelotonia, the budget for your event should be simple! Track your expenses throughout your planning process and explore the possibility of local vendors as event partners to keep expenses down. Pelotonia's W-9 is included for tax exemption on any purchases made. Post-event, please use the reimbursement worksheet in Appendix C to submit your expenses up to \$1,500.

This form, along with all receipts, can be emailed to NDenby@pelotonia.org for processing. Pelotonia uses Bill.com for accounts payable, so you will receive an email from Bill.com asking you to enter your bank account information to receive an electronic payment. Once processed, an electronic payment will be sent directly to your bank account. If you prefer a physical check, one will be mailed to the indicated address for all approved expenses. Please note that mailed checks may take up to three weeks for delivery.

EVENT DAY OPERATIONS AND SAFETY

SAFETY

SAFETY IS ALWAYS THE TOP PRIORITY FOR PELOTONIA EVENTS, AND WE WANT TO ENSURE EVERY PELOTONIA KIDS PARTICIPANT HAS A SAFE EXPERIENCE! YOU CAN PREPARE FOR THE SAFETY OF YOUR PARTICIPANTS BY CONSIDERING THE FOLLOWING:

- **Helmets:** All kids are required to wear a helmet to participate. This is included as an acknowledgment in the waiver.
- **Law Enforcement/Police:** The local police department should be involved if your route will be using public roadways but may also be needed for traffic assistance or on-site security even if your route is contained to your venue.
- **Medical and First Aid Support:** First aid should be on site for your event. First aid can be covered in a variety of ways, from hiring Red Cross first aid services to be on-site, to securing a few volunteers who have Basic Life Support certification.
- **Emergency Medical Services (EMS):** While having an ambulance and EMS on site isn't required, it can provide peace of mind and another layer of support for your event, should it be needed. You should reach out to your local EMS to let them know the date, time, and location of your event so they are aware and can respond quickly if their services are needed.
- **Emergency Planning:** Draft an emergency plan for your event. The template in Appendix D provides a quick reference that event organizers should utilize on event day in case of any medical emergency.
- **Weather:** Weather is an unpredictable element of your event that could interfere with your well-planned day! Be sure to think about potential weather scenarios in advance of your event, and appoint someone on your planning committee to monitor weather leading up to the event.
 - If lightning is within 10 miles of an event site, shelter should be sought in an indoor event space or vehicle. Public resources, such as [Lightningmaps.org](https://www.lightningmaps.org), are available to monitor lightning proximity. Tents are not a safe option for shelter in the event of lightning.
 - If weather becomes a prohibitive factor to hosting your event, consider in advance how you would decide to postpone or cancel. Have a plan for communicating any changes to participants.
- **Event Insurance:** Event insurance will be required to host your event under the Pelotonia Kids platform. Pelotonia can assist in securing the appropriate insurance if needed by filling in the form located in the toolkit [here](#).



VOLUNTEERS

VOLUNTEERS ARE A KEY ELEMENT IN MAKING YOUR EVENT RUN SMOOTHLY! WHILE SHIFT TIMES AND THE NUMBER OF VOLUNTEERS NEEDED WILL BE SPECIFIC FOR YOUR EVENT, AN EXAMPLE OF VOLUNTEER NEEDS TO CONSIDER IS INCLUDED HERE:

Volunteer Job	# Needed	Job Description
Participant Check-In & Waivers	6	Sign in all participants, ensure parent waivers are signed, and provide wristband with a parent phone number included.
Food & Beverages	4	Keep snacks and drinks stocked and filled throughout the event.
First Aid	2	Provide basic first aid as needed.
Set-Up & Tear Down	6	Set up and tear down any tables, chairs, and decorations at the event site, and clean up the site post-event.
Swag Distribution	2	Hand out swag bags to all participants (can also be combined with participant check-in.)
Course Marshals	10	Depending on how your course is set up, these volunteers can help wrangle participants, keep them riding safely in the right direction, and get them lined up to start.

SAMPLE EVENT DAY TIMELINE

EACH EVENT EXPERIENCE WILL VARY BASED ON LOCATION AND NUMBER OF PARTICIPANTS, BUT A SAMPLE EVENT-DAY TIMELINE COULD LOOK LIKE:

- 7:30am – Event organizers and set-up volunteers arrive
- 9:00am – Registration and check-in opens
- 10:00am – Ride start
- 11:30am – Course closes
- 12:00pm – Finish celebration closes and tear down

SUPPORT PROVIDED BY PELOTONIA



Insurance Coverage (if not already obtained individually)



Giveaway items for participants (shirt, cinch bag, medal, patch, and sticker sheet)



Marketing assets and support



Event equipment loans (dependent on time and availability)



Coverage of event expenses up to \$1,500

EVENT EQUIPMENT LOANS

THE PELOTONIA KIDS EQUIPMENT PACKAGE IS DESIGNED TO HELP ORGANIZERS HAVE KEY DECOR AND OPERATIONAL NEEDS COVERED. Please note that availability of items may be subject to the Kids event date, as well as any overlap with other Pelotonia Kids events. The equipment package includes:

- Pelotonia Kids finish line arch (power required to inflate)
- Pelotonia Kids-branded step and repeat (photo backdrop)
- Pelotonia Kids feather flags (4)
- Yard games: 2 cornhole sets, 2 Connect-Four sets
- General event signage and sandwich boards:
 - 10 “Right Turn”
 - 10 “Left Turn”
 - 10 “Straight Ahead”
 - 5 “Caution Cyclists Ahead”
 - 5 “Caution”
 - 1 “Event Parking” on sandwich board
 - 1 “Welcome” on sandwich board
 - 1 “Participants Check In Here!” on sandwich board
 - Blank Pelotonia Kids signs to be written on
- 5 10x10 pop-up tents
- 4 water coolers
- 2 large rolling coolers
- Supply box (zip ties, tape, snips, wristbands, trash and recycling bags, etc.)
- First Aid Kit
- 20 traffic cones
- 5 trash and recycling receptacles
- Small speaker system

Supply pick-up can be arranged in advance of your event with Eva Zitlow, Pelotonia’s Event & Volunteer Coordinator. Pick up will require either a small box truck (10ft) or two large vehicles to accommodate all items listed above and will be at Pelotonia’s warehouse, located at 1580 Williams Rd, Columbus, OH 43207. Supplies must be returned to the warehouse by event organizers within two days of your event’s conclusion.

PELOTONIA CONTACTS

Eva Zitlow
Event & Volunteer Operations Coordinator
ezitlow@pelotonia.org
614.221.6100, ext205

MARKETING ASSETS AND RESOURCE DOCUMENTS

Use the Pelotonia Kids materials found [here](#) along with other resources, to help promote your event and recruit participants!

Available assets include:

- ➔ Pelotonia Kids logos and graphics, along with Pelotonia brand guidelines for logo and mark usage.
- ➔ Digital assets and activity sheets.





APPENDIX B: RECOMMENDED VENDORS

Vendor Name	Product/Service	Website	Phone
PortaKleen	Portable toilets	https://www.portakleen.com/	1-800-972-3800
Sunbelt Rentals	Generators	https://www.sunbeltrentals.com/	800-667-9328
JPS Print	Signage printing	https://jprintshop.com/	614-235-8947
Lasting Impressions	Rental tables, chairs, and tents	https://lirents.net/	614-252-5400
American Red Cross	First-Aid services	https://www.redcross.org/	614-315-7062
Promotional Concepts	Giveaway items and promotional products	https://www.promotionalconceptsunlimited.com/	614-353-3530



APPENDIX C: REIMBURSEMENT WORKSHEET

*NOTE: A DOWNLOADABLE EXCEL VERSION OF THIS WORKSHEET IS AVAILABLE [HERE](#)

POST-EVENT, PLEASE USE THIS REIMBURSEMENT WORKSHEET TO SUBMIT YOUR EXPENSES UP TO \$1,500. THIS FORM, ALONG WITH ALL RECEIPTS, CAN BE EMAILED TO NDENBY@PELOTONIA.ORG FOR PROCESSING.

Pelotonia Kids Expenses for Reimbursement			
Name for Reimbursement	Pelotonia Kids Event Name	Address for Reimbursement	
Date of Expense	Vendor Name	Description/Purpose	Amount
Total Expenses			\$

APPENDIX E: PARTICIPANT WAIVER

Event Name

MINOR PARTICIPANT REGISTRATION/WAIVER/RELEASE (THE “RELEASE”)

I am registering _____ (the “Minor Rider”) to participate in [Name of Event] (the “Event”).

I am the parent or legal guardian of the Minor Rider and I have the legal authority to enter into this Release on the Minor Rider’s behalf.

I understand and acknowledge that, while Pelotonia is not an organizer of the Event, Pelotonia may receive some benefit from the Event.

In consideration of the Minor Rider being allowed to participate in the Event, I agree as follows:

- Minor Rider’s bicycle is in safe operating condition, and I understand that **wearing a helmet is mandatory** to participate in the Event.
- On behalf of myself and the Minor Rider, I accept all risks, known or unknown, associated with the Minor Rider’s participation in the Event.
- For myself, the Minor Rider, and anyone entitled to act on my behalf or the Minor Rider’s behalf, hereby release and forever discharge the Event, Pelotonia, and all sponsors and organizers of the Event, their agents, representatives and successors from all claims of damages, demands, action, or causes of actions whatsoever in any manner arising or growing out of the Minor Rider’s participation in the Event.
- I grant permission, on behalf of myself and the Minor Rider, to Pelotonia and all sponsors and organizers of the Event to use my photographs, the Minor Rider’s photographs, motion pictures, recordings, or any other record of this event for any legitimate purpose.
- I represent that I have read this Release and understand its contents completely.

PARENT/GUARDIAN SIGNATURE:

Signature

Date: _____

Printed Name: _____



APPENDIX F: INSURANCE COVERAGE REQUEST FORM

*NOTE: A DOWNLOADABLE EXCEL VERSION OF THIS WORKSHEET IS AVAILABLE [HERE](#)

Pelotonia Kids Insurance Coverage Request		
Please submit your completed form to lgraham@pelotonia.org at least 30 days prior to your event date.		
Event Date:		
Hosted By:		
Event Venue/Location:		
Location Address:		
Event Details		
Time/Duration of Event:		
Type of Course: <small>(closed course, parking lot, track, etc)</small>		
Participant Age Range:		
Estimated # of Participants:		
On-Site Safety Resource: <small>(closed course, parking lot, track, etc)</small>		
Vendors:		
Please request a COI with Pelotonia listed as additional insured from all participating vendors.		
Vendor Name	Purpose/Event Involvement	Address
Certificates of Insurance Requested		
Please list all entities for which you will need a COI, noting that you will need to also obtain a reciprocal COI from each entity with Pelotonia listed as additional insured.		
Entity Name	Purpose/Event Involvement	Address