



Roll Up, Roll Up...



"Roll Up is an excellent way of promoting sustainable transport to events. Bicycle Valet parking is a great way for a local government or event organiser to show they are interested in helping make the sustainable choice the easy choice."

Elliot Fishman, Director,
Institute for Sensible Transport

"Roll Up provides a healthy, fun, safe and secure transport option for Melbournites and visitors to get to their favourite gigs and gatherings. We encourage patrons and event producers and staff alike to take advantage of the unique opportunity Roll Up presents."

Associate Professor John Fitzgerald,
Acting CEO, VicHealth.



What is Roll Up?



Roll Up is a fully managed bicycle valet parking service, we do all the thinking, planning and parking for you. We can accommodate 200+ bikes, and can customise a service scaled to your needs.

Roll Up is designed to treat the bike rider as a VIP, encouraging active and sustainable transport to activities all over Melbourne.

Our Production Manager meets with you to determine the size, shape and special requirements of Roll Up at your event. We carry our own public liability insurance and can obtain all of the required permits for the site.

The service infrastructure is stored in a purpose built trailer and transported to your site through a partnership with car share company Flexicar. We open Roll Up half an hour before the advertised start time, and leave time for patrons to collect their bikes after the event has finished.

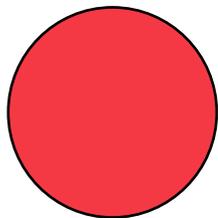
We also provide you with a follow up report on how many bikes we parked, what areas people travelled from and images and feedback from the event.

All you have to do is Roll Up!



Roll Up Gear

The Roll Up site is made up of modular customisable components that can be arranged to suit a variety of spaces.
The individual components are (all measurements in mm):



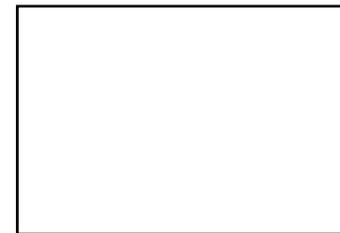
Information Tent
L: 2850 W: 2850 H: 2850
Quantity: 1
The central information point and hub of the site



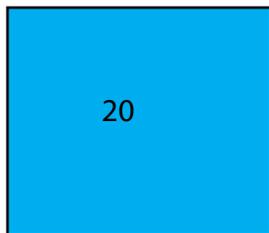
Receiving Area
L: 2500 W: 2000
Quantity: 3
Each area contains a red carpet, registration table, barrier and staff member



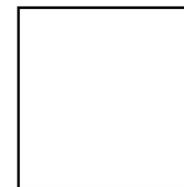
Bike parking (10 bikes)
L: 1700 W: 3500
Quantity: 10
Racks hold either 10 or 20 bikes, the footprint for 10 bikes is smaller



Large Marquee
L: 4500 W: 3000 H: 3100
Quantity: 2
The large red marquees provide shelter for the bikes and create wayfinding from a distance



Bike parking (20 bikes)
L: 3000 W: 3500
Quantity: 10
Racks hold either 10 or 20 bikes, the footprint for 20 bikes is larger

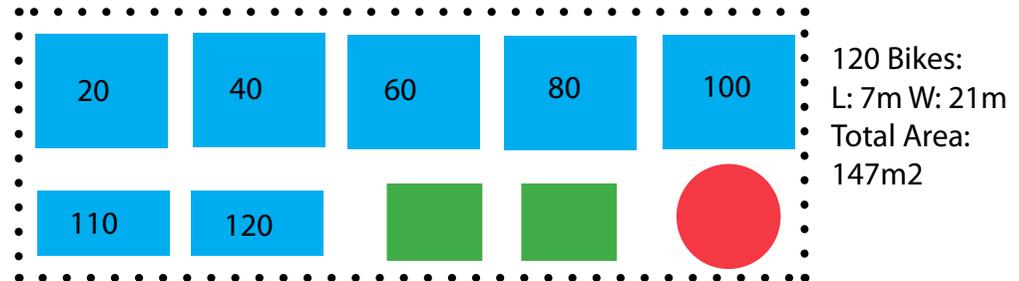
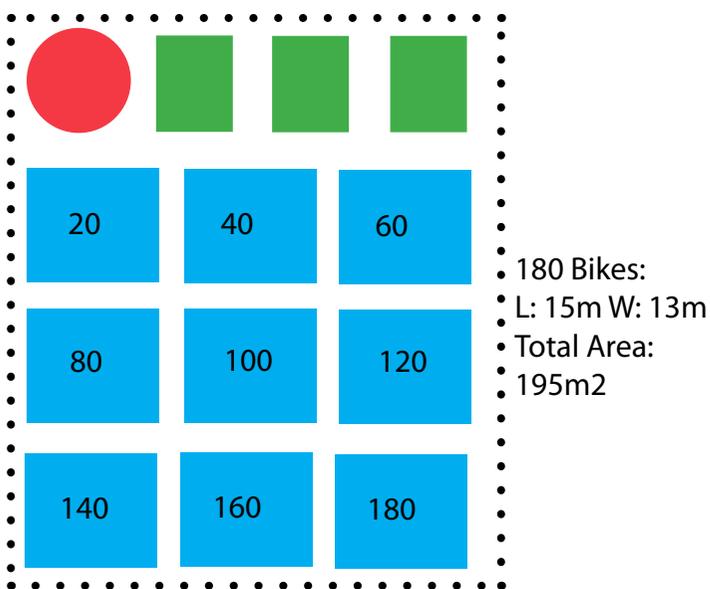
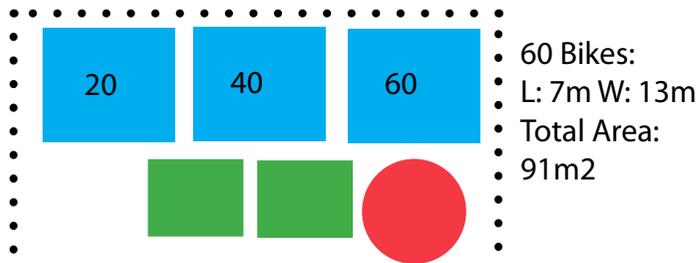


Small Marquee
L: 2400 W: 2400 H: 3100
Quantity: 2
The smaller white marquees provide shelter for the bikes or the receiving areas in wet weather



Site Configurations

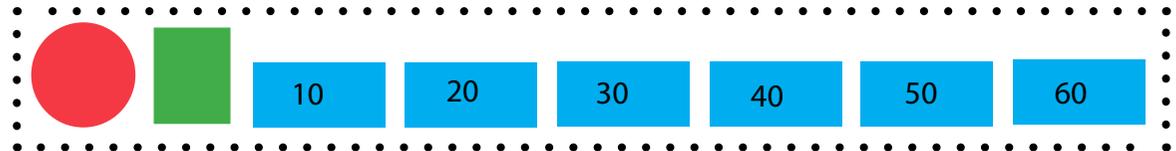
The total area of the Roll Up site depends on the configuration. Examples are indicated below (all measurements in metres).



Approximate Site Area Required:

- 60 bikes: 90m²
- 80 bikes: 110m²
- 100 bikes: 130m²
- 120 bikes: 150m²
- 140 bikes: 180m²
- 180 bikes: 200m²
- 200 bikes: 220m²

60 Bikes:
L: 30m W: 3m
Total Area:
90m²





Marketing & Promotion



As a hirer of Roll Up, you are promoting active, sustainable and equitable transport to your event. We work with you to ensure your audience and the bike riding community know all about it.

For every hirer, we undertake the following:

- Event listing on thesqueakywheel.com.au & roll-up.com.au, linking to your event URL
- Notifications via Facebook, Twitter and our e-newsletter (approx 10,000 people)
- Pre event editorial on thesqueakywheel.com.au (interviews, announcements, highlights, activities, location and opening times etc.)
- Post event editorial including images of Roll Up on site, images/clips of your audience interacting with the service and highlights from the day/night
- Option for cross promotional activities (e.g. bike rider ticket deal, membership offers, onsite promotion)

To make the most out of the service and to encourage your audience to travel by bike, we also recommend that hirers:

- Include information in event listings as text/hyperlink such as: 'Roll Up Bicycle Valet Parking will be offered FREE at this event'
- Provide a link to the Roll Up website from your event website, blog, e-newsletter, Facebook page or Twitter feed, emphasising that it will be available on site
- Include the Roll Up logo in your print materials, with a reminder that the service is FREE to use



Make a day of it - Roll Up Partners



To offer an even greater experience for your bike riding audiences, Roll Up can provide you with an exciting range of bike programming as an addition to your event.

Ride to your Event

Let the The Squeaky Wheels organise a bike ride to your event, including engagement with your local community, participant communication and ride management.

Mobile Bike Mechanic Service

Expert bike mechanics Good Cycles offer bike assessment, with repairs ranging from basic bike tune ups, to full standard bike service or bike workshops for the public. All profits go to training, employing and supporting people in need.

Coffee Tricycle

The peddlers of fine coffee Dreux & Ghisallo come in tweed to serve excellent coffee and chai from their unique vintage coffee tricycle.

Smoothie Bikes

Pedal Powered Smoothie bikes from Bike n Blend are a healthy and fun way to engage people at your next event. The Blender bikes have been specially-designed for making smoothies and cocktails. You can choose to have just the blender bikes, blender bikes with smoothie ingredients or blender bikes, smoothies and staff to run your event.

Get in touch to find out more!



Getting Involved



Roll Up is delivered by The Squeaky Wheel, a not-for-profit advocacy organisation that celebrates bikes in everyday life.

Our vision: Bike riding is a mainstream transport choice in Australian culture.

Our mission: To promote bike riding as inclusive and delightful through cultural engagement.

Roll Up has been designed for festivals, outdoor cinemas, community gatherings, street parties, sporting events, environmental events or rallies, exhibition openings, arts, music and cultural events, markets, launches or any occasion that brings people together.

To make Roll Up a part of your next event, get in touch!

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