



MCA Sanctioned Events – Promotional Workflow

Objective:

Ensure all MCA-sanctioned events receive the full promotional package, including website posting, newsletter feature, and social media promotion, using materials provided by event organizers.

Deliverables:

MCA will list sanctioned events on the Event Calendar, feature them in the monthly newsletter, and promote via social media with a dedicated post 1 month out, Stories 2 weeks out, inclusion in the Weekly Race Schedule 1 week out, and a final countdown 2 days before registration closes.

Step 1: Receive Event Materials

Action Trigger: *MCA Receives event materials from organizer.*

Materials Required:

- ☐ Race Poster (includes MCA logo and organizer logo)
- ☐ Technical Guide (Reviewed by Director of Competition)
- ☐ Date & Venue confirmed by organizer (permits in place if needed)

Step 2: Update Links

- ☐ Update “[MB Cycling Links](#)” page on the back end of MCA Website.
- ☐ Update “*Registration Link*” & “*Technical Guide*” on [MCA event Calendar](#).

Step 3: MCA Website – Event Calendar

- ☐ Update “*Registration Link*” & “*Technical Guide*” on [MCA event Calendar](#).
- ☐ Update “*Feature Image*” on event page with the Race Poster - *Adjust size to 430 x 538.*
- ☐ Ensure all information is aligned with the Tech Guide and Registration
 - ☐ Date, Time, Location
 - ☐ Race Host updated and linked to club website (if applicable)
 - ☐ Registration Deadlines up to date.

Step 4: Monthly Newsletter Feature

- ☐ Add the event link, date, and technical guide to the **Important Dates** section at the bottom of the newsletter.
- ☐ If available, upload the event poster as a standalone feature and link it to the registration page.
- ☐ Include the event poster in each monthly newsletter leading up to the event (e.g., if received in May, feature it in every newsletter until the event date in October).



Step 4: Race Registration is Live – Social Media Post

Action Trigger: MCA Receives event materials from organizer.

Social media image: Event poster

Text Template:

  REGISTRATION IS NOW LIVE for **[Event Name]**  

Get ready for another exciting day of racing, community, and [RACE DISCIPLINE] fun at [RACE NAME]!

 Location: **[VENUE / CITY]**

 Date: **[EVENT DATE]**

 Registration: **[LINK TO REGISTER]**

 Hosted by: **[CLUB OR ORGANIZER HANDLE]**

Don't miss your chance to be part of the action. Register today and get ready for an unforgettable race!

[SPONSORSHIP MESSAGE]

#[DISCIPLINE] #ManitobaCycling #MCA #RaceDay

You can swap out:

- **[RACE NAME]** → Kings Cross, Hare & the Hound, Tour de Riding Mountain, etc.
- **[RACE DISCIPLINE]** → cyclocross, road race, MTB, etc.
- **[VENUE / CITY]** → specific location
- **[EVENT DATE]** → date of the event
- **[LINK TO REGISTER]** → registration URL (**Facebook**) or “link in bio” (**Instagram**)
- **[CLUB OR ORGANIZER HANDLE]** → hosting club or organizer Instagram handle or Facebook
- **[SPONSORSHIP MESSAGE IF REQUIRED]** → MBLL, Club Sponsorship, photo credit, etc.
- **#[DISCIPLINE]** → #CXrace, #RoadRace, #MTB, #Criterium #TimeTrial #GranFondo, etc.

Review:

- ☐ Check accuracy: dates, links, spelling, logos, MCA branding.
- ☐ If required: confirm sponsorship message is correct.

Step 5: Weekly Race Post

- ☐ Ensure post is included in the weekly race post leading up to the event.
- ☐ Review the [Weekly Race Post Work Flow](#) for more details.



Step 6: Pre-Event Story Posts

- ☐ **2 Weeks Out:** Reminder story (poster + “Register Now” button)
- ☐ **1 Week Out:** Weekly Race Schedule Story repost
- ☐ **2 Days Before Registration Closes:** Countdown sticker + registration link

Story Design & Details:

- ☐ Add **Link Sticker** to registration page
- ☐ Include **Countdown Sticker** for event or registration close
- ☐ Tag **@manitobacycling** and hosting club/organizer
- ☐ Add 1–2 branded hashtags (#ManitobaCycling #MCA #RaceDay)
- ☐ Ensure visuals are sized for Story format (1080x1920 px)