

fresh  
AGENCY

SHINING  
PRODUCTION

((LIVE))  
MUSIC CLUB

PRESENT



THE DRIVE-IN  
...BY BIKE!

GREEN — SAFE — SMART — SOCIAL



# CONCEPT



## THE IDEA

Due to the public health emergency resulting from the Covid-19 outbreak, all of us have to rethink of the meaning of mass gatherings and social relationships. In this regard, the entertainment industry needs to be completely reorganized in compliance with what we are all asked to do: be safe and keep social distancing. Fresh Agency, Live Club and Shining Production, three Italian companies that have been in the industry for more than twenty years, have joined forces to face this hard challenge and put some concrete ideas on the table in order to propose something that could really be safe for those who want and especially need to include the entertainment in their lives. We have been asked to evolve and adapt ourselves to the conditions of a new way of life. We chose to respond to this in the smartest way: moving along the line of progress, pushing beyond new horizons. There's been a lot of talks in these last days about the return of "Drive-In" movies, but we prefer thinking of something that above all should be eco-friendly and sharable.

This is how Bike-In was born.

**What's Bike-In? It is a drive-in, but you get there by bike!**

Yes, the bike is the main key element of our project. Why did we choose the bike? Because at this time in our history, large events and mass gatherings must be put on standby. It's mandatory to facilitate new strategies based on limited attendance and new facilities that can guarantee safety, but we don't want to give up on the power and magic of live events.

## BIKE-IN



Bike-In is a project that aims to enhance those green urban areas that we can consider as the green lung of our cities. **It can be set up with seasonal facilities in order to host several events spanning from live music, movies, theatre, sporting events, religious ceremonies to educational meetings. All events that can be scheduled in the afternoon, evening and night.**

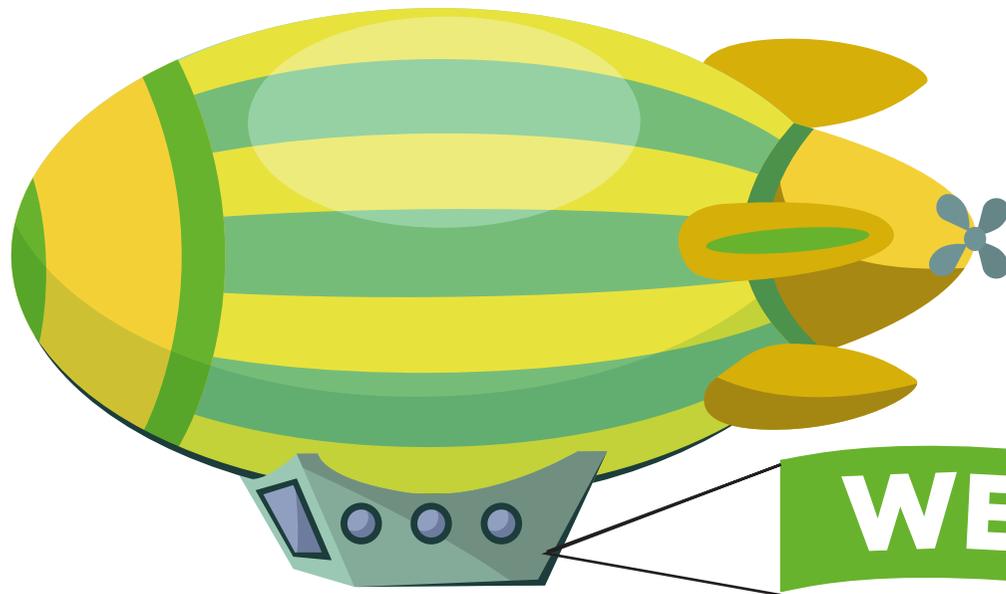
The Bike-In formula is perfect for those venues that can be easily reached by bike or push scooter. People can meet in a green and fresh environment and every single person can book a personal and completely customizable spot.

The Bike-In experience can be defined in four main points:

- **Bike-In is Green:** eco-friendly and sustainable
- **Bike-In is Safe:** it guarantees social distancing
- **Bike-In is Smart:** It gives the opportunity to enjoy an event in full
- **Bike-In is Social:** the artist and the audience are emotionally connected. The experience can be shared without losing the powerful human connection that we need now more than ever.

Bike-In is "slow": a brand new way to create and enjoy art, culture and live events. Thanks to Bike-in, shows are repeated throughout the same day so people can enjoy being outside, while giving the promoters the chance to guarantee social distancing by admitting only a certain fixed number of attendees. The BIKE-IN formula can be set up in different areas, that are easily reachable by bike. Therefore, it helps to develop new mobility solutions that go towards an increase of bicycle lanes and pedestrian areas use.





**WE LOVE GREEN**

## **THE SHOW MUST GO ON**

Keep the entertainment industry and human connection alive.

## **CREATING JOBS**

For those people who have always worked in this industry and those who have lost their jobs due to the health and economical crisis.

## **CHEERING PEOPLE UP WITH AMUSEMENT AND LEISURE**

That's what we need right now, after the lockdown.

# BIKE-IN IS GREEN!



**Green urban areas** Are the perfect sets of our stages. People can breathe fresh air, leaving behind the 'cabin fever' due to the lockdown. The event and the venue can be reached and enjoyed by bike.

**On a bike is better** Why? Because the bike itself allows us to keep the social distancing needed when entering and exiting the event. Is it possible to reach the venue by car? Yes. Although we kindly ask you to leave it in the nearby parking lots and then proceed to the venue on a bike. If you do not have a bike, you'll be able to get one through a bike sharing service.

**Bicycle tourism** From driving a car to riding a bike, from tourism to cycle tourism: attending an event becomes an opportunity to visit new places and new cities in a different way. Bike-In can be the way to access sites that are closed because the social distancing can't be guaranteed. It's also a new way of gathering and spending time together, being safe.



# BIKE-IN IS SAFE!



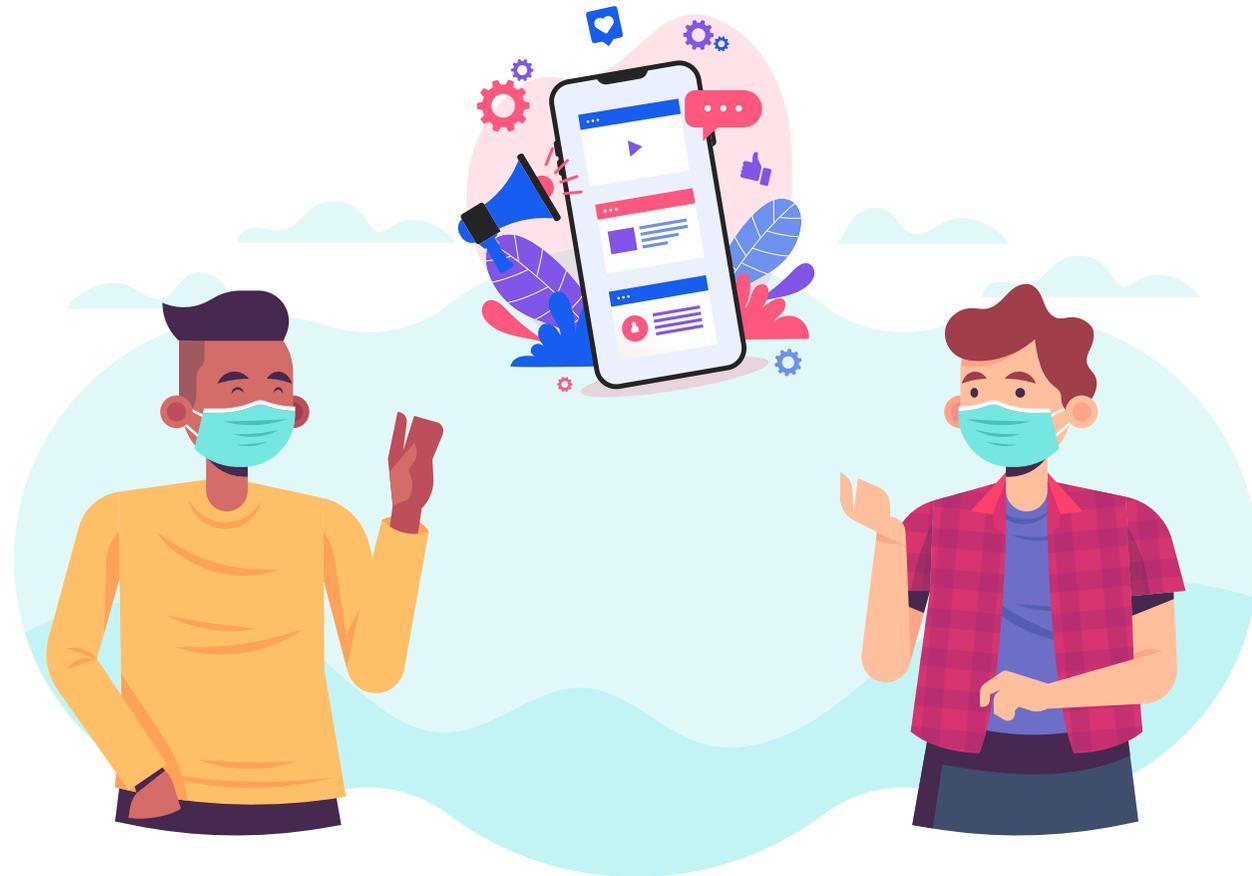
**Check in points** Are placed both at the entrance and at the exit of the venue. Selected toilet facilities that can assure the respect of the current regulations in terms of social distancing, hygiene and sanitation. Obligatory and safe paths.

**We want to offer a cashless experience** Thanks to an app you can buy tickets, food, beverage, merchandise and more that will be delivered directly to your spot. Plus, using our app you can choose and even customize your spot.

**Nominal and digital ticket easy to track**

**Security staff to control the area and the social distancing**

**Frequent sanitation of the facilities**



# BIKE-IN IS SMART!



## Choose and customize your SPOT

To keep people safe and distant according to the current legislation, people who attend a BIKE-IN event can choose their own spot. **What is a spot?** It's a small area for a single person, for small groups or families, limited by adjustable and self-supporting barriers. A spot is your personal space that is always safe and customizable, surrounded by passage through corridors, that guarantees people and workers' safety, but still assuring the opportunity to fully enjoy the show.

Tickets are sold through an app, where you can also select the position of your spot and even the kind of spot and add to your purchase some additional services too.

### Single Spot

An Area for just one person and one bicycle.

### Family / Couple Spot

Bigger areas for families: to enjoy the event altogether.

### Premium Spot

A mezzanine area where you can get services like an aperitif or a dinner and more.

Every spot has its bike rack where the bike can be left and it's protected on two sides by some non-invading barriers that don't hide the view.

Thanks to its versatility this facility can be used for different types of events and shows:

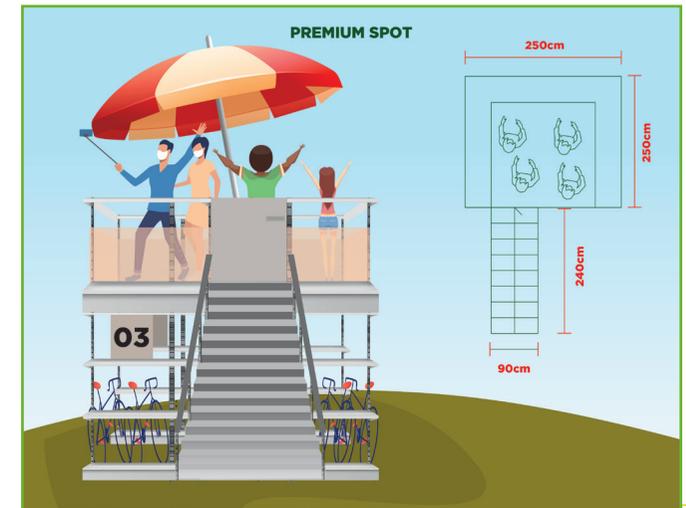
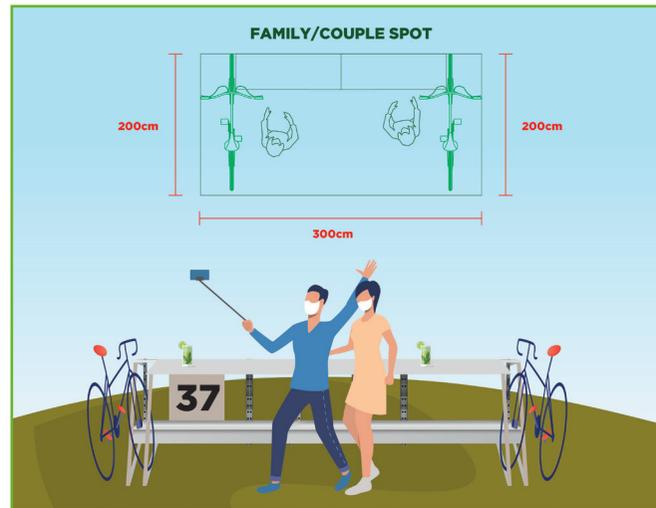
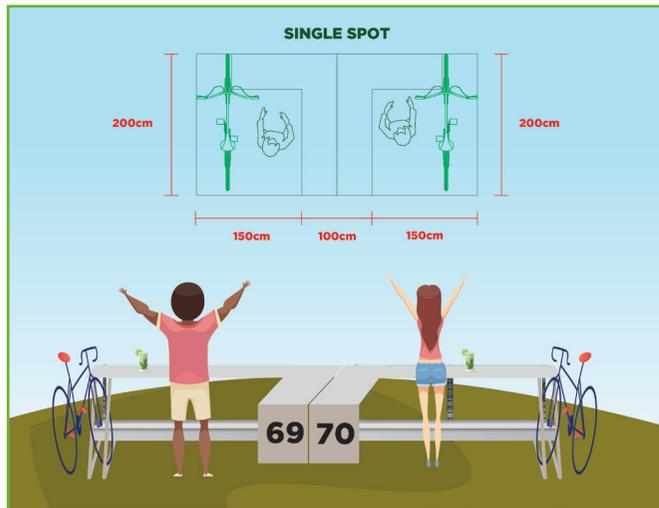
Concerts, movies, theatre, sporting events, ceremonies and educational meetings.

The spot can have different configurations:

- Standing Ticket
- Seats
- Multiple for families
- Other sets

### Branding Spot

An opportunity for other companies to have a branded space to promote themselves.



# BIKE-IN IS SOCIAL!

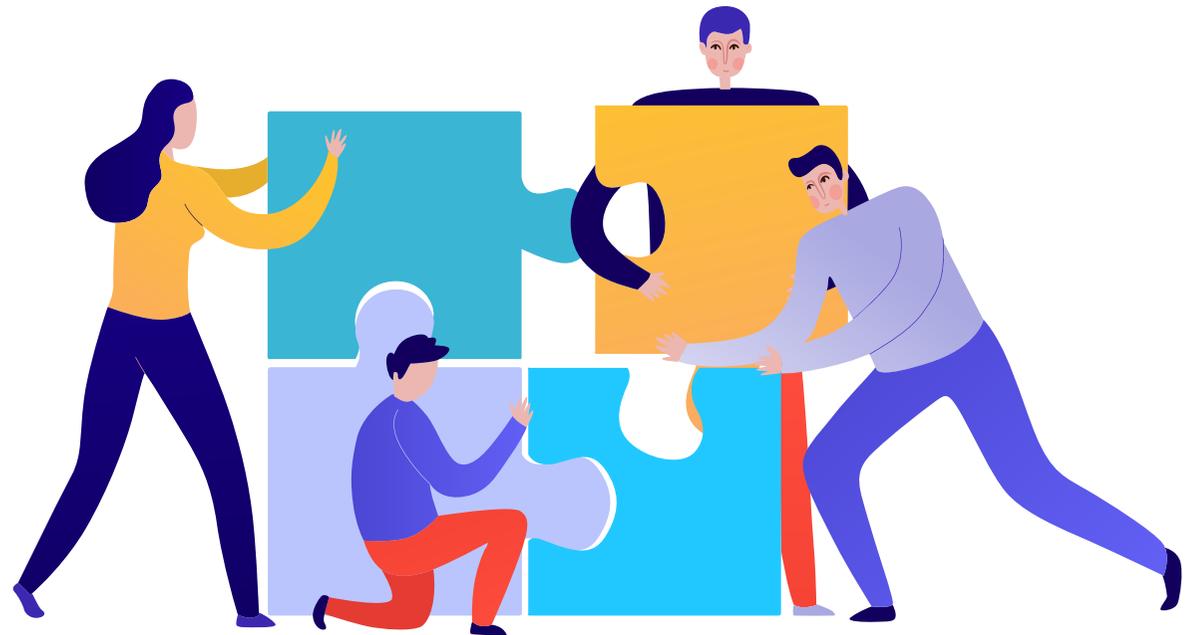


**A real experience** Not just a show. The audience is completely merged into the magic atmosphere made of lights, music, sounds and, above all, made of the feelings of being involved in an emotional experience shared with the rest of the attendees.

**A smart way to share** And to push both the audience and the artists to be a part of a new way of entertainment: safe, eco-friendly, simple and easy, mainly focused on the need of enjoying the pleasure of sharing moments again.

**Accessibility for people with disabilities** Dedicated spots with a great view of the stage and a team always ready to help and support.

**Fundraising**  
By buying the special merchandise designed for this purpose, you will help Bike-In to raise funds to help those who are everyday dealing with this terrible health emergency.

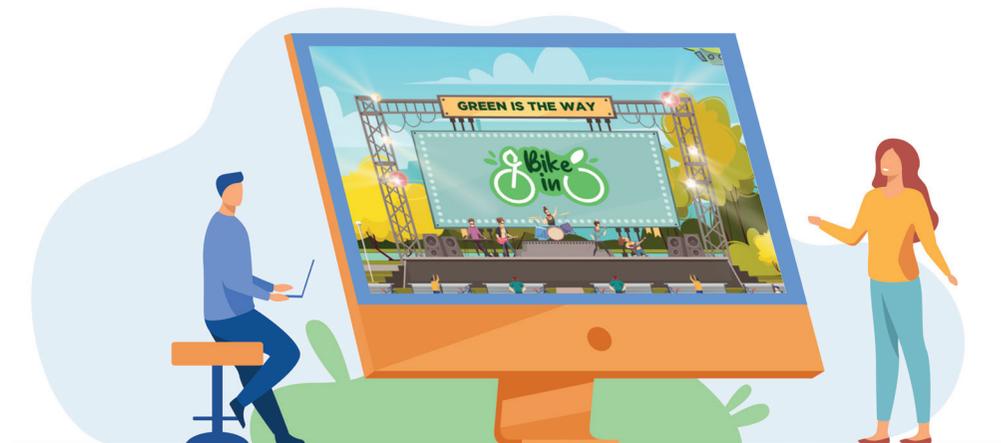


# BIKE-IN COMES TO YOUR PLACE!



## LIVE STREAMING

Bike-In is an open air formula, but we have also thought of those that would like to join us for the event, but they can't leave their homes or in case the event is sold out. How can we make them happy? The answer is: a live streaming service, so everyone can virtually enjoy the show from their living room.



## DELIVERY SERVICE

For those who choose to purchase the live streaming event, we also offer a delivery service to order food and drinks from the event and have them at home. In this way, people can still feel to be as part of something and the food and beverage suppliers can be even more involved and supported.



# BIKE-IN vs DRIVE-IN



## REASONS WHY WE LIKE IT BY BIKE \*from: OMS

It helps to keep social distancing\*.

It lightens the impact on public transportations and It reduces traffic congestions.

While you ride your bike you also work out and keep yourself and your immune system healthier.\*

Using a bike, especially on urban roads, is often faster than driving a car.

## BIKE IN



**Eco-friendly** Zero adding emissions compared to a normal event. The audience doesn't become a source of pollution.

**Open Air** Enjoyable while breathing fresh air, but it still keeps the emotions given by a live show alive and all the features of an event intact.

**It's for everyone:** If you don't have a bike, you can rent it from the numerous bike sharing services around the area.

**Adaptable for any space** Perfect on green areas, Bike-In doesn't require big paved areas.

## DRIVE IN



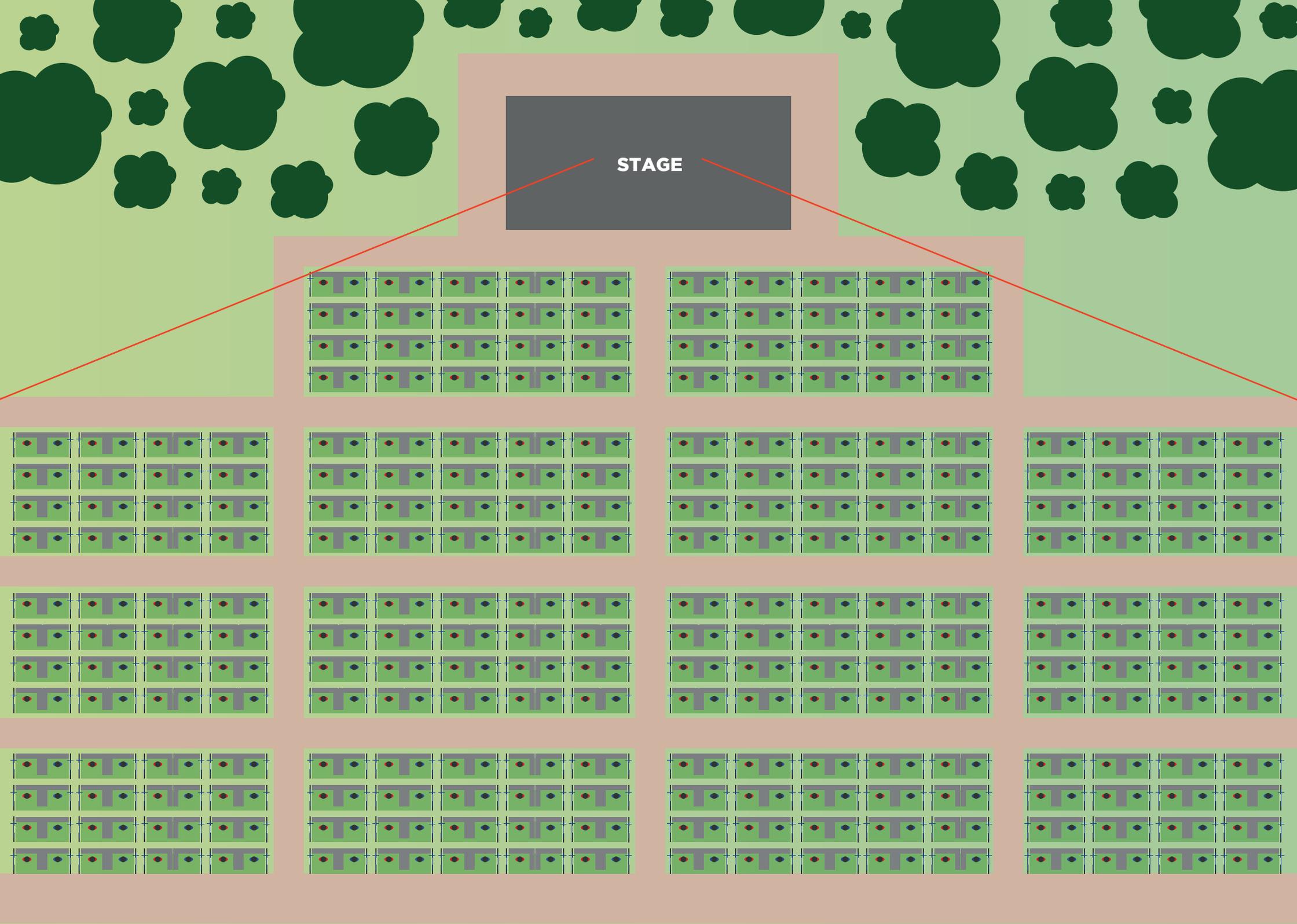
**Polluting** due to the vehicles gas emissions and air-conditioning

**Not engaging** The audience, made of people that have been on lockdown for a long time, find themselves isolated again, living a lowered form of live experience, closed in a small space like a car.

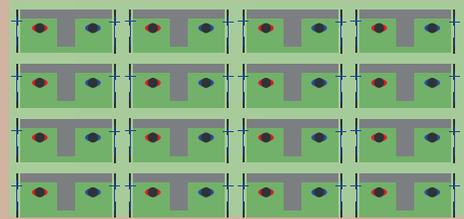
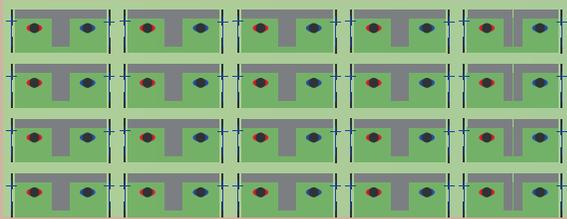
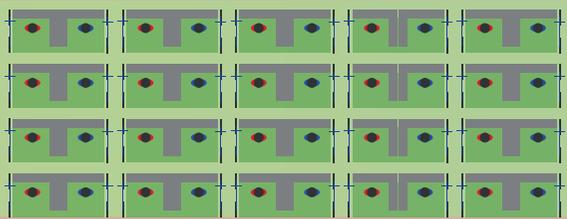
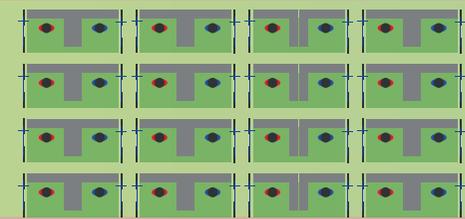
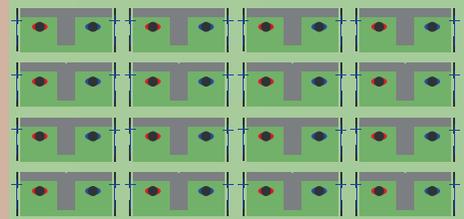
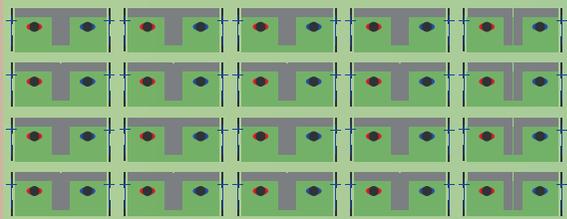
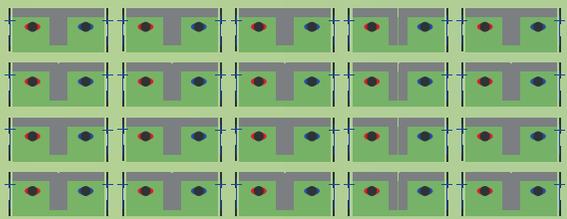
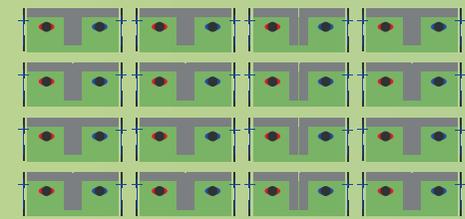
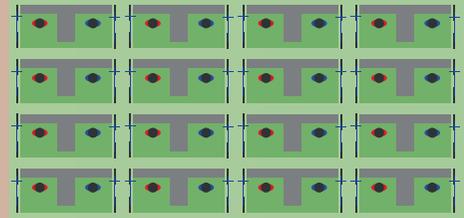
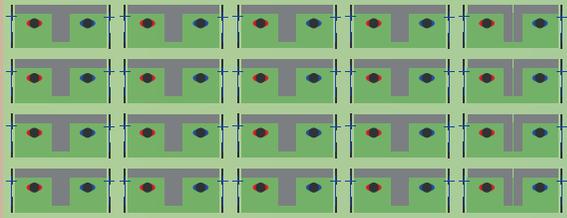
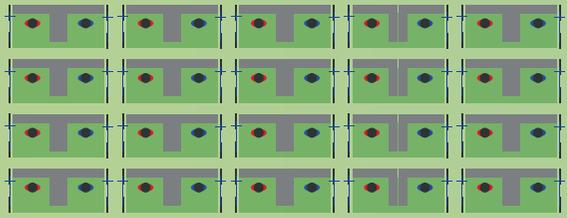
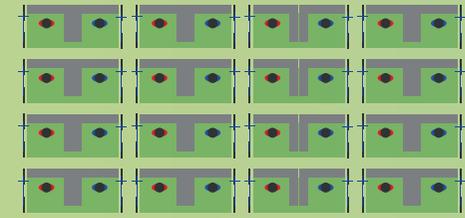
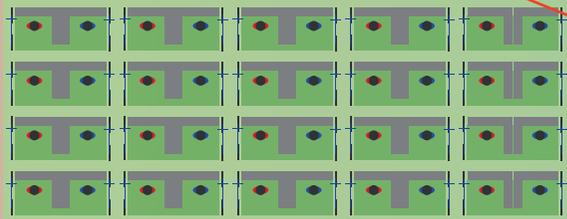
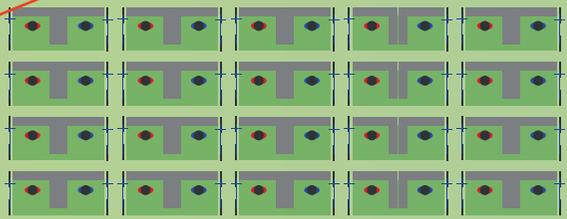
**Impacting on the environment:** Drive-in areas have to be able to support countless cars passages and the resulting overuse. It requires a huge effort to set the area and to distance every and each parking spot. A drive-in formula put some limits in choosing the right areas as they all must be paved and huge enough to contain a certain number of cars.

## Who's this project for?

<b>Institutions</b>	<b>Cultural associations</b>	<b>Environmental associations</b>
<b>Agencies and promoters</b>	<b>Artists</b>	<b>Radio Tv</b>
<b>BIKESHARING companies</b>	<b>Bicycle manufacturers</b>	<b>APP / DEVICES creators</b>
<b>FOOD / BEVERAGE companies</b>	<b>MERCHANDISING BRAND</b>	<b>Technical sponsors</b>



STAGE





## ABOUT US



FRESH AGENCY is specialized in communication and events organization. Funded by a professional team, its mission is based on five main concepts: "synergy", "strategy", "dynamism", "evolution" and "adaptability", along with a lot of creativity.

Our staff have organized and managed events, festivals, music tours, shows, company events, events formats and parties, for over twenty years. Moreover, our people have a long-time expertise in marketing and branding promotion. Thanks to our different skills, we are able to offer the best solutions in terms of events organization, set-ups, marketing and communication, media management, business and events management.



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[@FRESHAGENCY.IT](https://www.instagram.com/freshagency.it)



SHINING PRODUCTION Established in 2002, Shining Production is a music production company which organizes concerts, shows, festivals and events. It works with music clubs, theaters, city councils and so on to organize and give birth to many different kinds of events and happenings. It is able to offer a full service in organizing an event, taking care of the artistic direction, all administrative and bureaucratic aspects, promotion of the event, ticketing, set-up, audio and light service, food & beverage management thanks to a high qualified professional team.



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LIVE MUSIC CLUB A club with a rock soul, that in over 20 years of concerts, events, parties and so on, has celebrated music in all its genres. Live Club has been recognized and even awarded by music press and audience as a real point of reference for live music. A venue that over the years has offered many musical genres and types of entertainment to satisfy the tastes of a wide audience. A new versatile venue, inaugurated in 2007, the year of the 10th anniversary of Live Club, has hosted concerts, festivals, dance show, theatrical performances, parties, with all kind of settings.



[WWW.LIVECLUB.IT](http://WWW.LIVECLUB.IT)



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[@LIVECLUB](https://www.instagram.com/liveclub)



AN IDEA BY  
**FULVIO DE ROSA**  
A REGISTERED PROJECT

ACCOUNT / BRAND  
**STEFANO BRAMBILLA**  
329 949 2449  
CORPORATE@BIKE-IN.IT

COMMUNICATION MANAGER  
**LAURA CIRAUDO**  
348 57 99 006  
PROMO@BIKE-IN.IT

