

Helmet Safety Special Event Ideas

Below are a few ideas that could help your club or dealership promote helmet safety. Keep in mind, these are only ideas and do not take into consideration budgets, partnerships or current safety programs which could include these ideas.

FREE Helmet Fitting and Helmet Safety Check

- Have a variety of helmets available for customers to try on. Have salespeople show them different styles and explain the technology. Explain the benefits of wearing a helmet, especially for youth, and the importance of regularly checking your helmet for damage as well as the benefits of purchasing a new helmet with advanced technology. Have people bring in their current helmets to determine the helmet has a proper fit and provides maximum protection.

FREE Helmet Giveaways

- **Buy a snowmobile, get a free helmet (Limited Time Offer)**
 - Partner with a helmet company to be able to offer a free helmet for anyone who purchases a snowmobile.
- **Drawings for free helmets**
 - Partner with a helmet company to get a few free helmets to give away.
 - Hold a drawing to give away the helmets.
 - Helmet give-away at club events and rides.

Helmet Trade-In

- Invite anyone to trade in their old or damaged helmets for a rebate (or coupon) towards a new helmet. By offering a certain amount for any helmet, it would stimulate helmet sales as well as get unsafe helmets off the snowmobile trails.