

Off-Highway Vehicle Dealership Special Event Ideas

Below are a few ideas to help your dealership promote helmet safety. Keep in mind that these suggestions do not take into consideration budgets, partnerships or current safety programs.

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 advantages 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 an OHV, get a free helmet (Limited Time Offer)**
 - Partner with a helmet company to be able to offer a free helmet for anyone who purchases an OHV.
- **Drawings for free helmets (anyone who stops by the dealership can register)**
 - Partner with a helmet company to get a few free helmets to give away.
 - Hold a drawing to give away the helmets.

Helmet Trade In

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