

# 22nd Ride for America 2020

“For love of country!”



## Sponsor Levels

Dollar Level	Level Name	Recognition/Value
\$500	Bronze	Up to 3 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride
\$750	Silver	Up to 4 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride, 1 spot at front of ride
\$1000	Gold	Up to 5 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride, 2 spots at front of ride, Display/Booth space on Ride Day if desired*
\$2000	Platinum	Up to 6 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride, 2 spots at front of ride, Display/Booth space on Ride Day if desired*, company mentioned in all press releases
\$3000	Diamond	Up to 8 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride, 2 spots at front of ride, Display/Booth space on Ride Day if desired*, company mentioned in all press releases. On stage recognition on ride day.
\$5000	Elite Partner	Up to 10 T-Shirts, Company Logo on RFA T-Shirt, Company Logo on print flyer, Company logo on banner, Company mentioned on day of ride, 2 spots at front of ride, Display/Booth space on Ride Day if desired*, company mentioned in all press releases. On stage recognition on ride day. Recognition as partner on all ride communications

\*Display/Booth space is very limited and will be awarded on a first come, first serve basis



## What does RFA mean to our sponsors?

We know that the causes supported by the ride are really good causes, but we also know that there are lots of good causes vying for your dollars. Let us tell you why sponsoring Ride for America is worth your consideration.

It's a combination of a major patriotic event and the unofficial start of summer. Folks are in a great mood on ride day and are excited about the ride and the door prizes and raffle prizes. Happy people are receptive to marketing queues.

**Large onsite audience** – generate impressions, increase brand recognition, talk to your target audience while they are relaxed and enjoying themselves. Higher levels of sponsorship come with the chance to set up booths or bring merchandise to showcase on event day. Lots of repeat riders means sponsorship longevity even further reinforces brand recognition. Many of our sponsors commit for the following year on event day. Some call us in the spring just to say “We are in, again!”

**Onsite banner placement** – large, colorful banners with our sponsors logos are prominent at the starting/ending point of the ride.

**Collectible T-Shirts** – Many of our riders have collections of event t-shirts that they wear proudly around our town and theirs, generating more logo impressions and brand recognition long after the event.

**DJ Mentions and Special “Thank You”** from organizers during the run up to the ride and at the large party that follows the ride while the audience is waiting for door-prize and raffle drawings.

**Event marketing** - on the radio, in newspapers and magazines. Lower cost choices are available for new sponsors or small businesses who want to get in the game but don't have a lot of ready capital. We also gladly accept merchandise or certificates for service to use as door/raffle prizes in place of cash donations.

**Tax Benefits** – The American Legion is a recognized 501c (19) Veterans' Fraternal Organization and so donations to our events are tax deductible, we suggest that you consult with your tax advisor for specifics. We can provide a certificate if needed.

## What does RFA mean to our Riders and our Community?

Ride for America is a one-day event that is a year-round commitment. From our website, to our social media, to our marketing materials; from contacts with media to press releases and courting sponsors, the Post 233 American Legion Riders organize the ride. It takes the entire legion family with help from the city, county and others to make it all happen smoothly, year after year.

Memorial Day starts behind the sidewalk lined with stark white crosses and decorated with red poppies in front of the Loganville American Legion Post. Our DJ plays music and plays announcements and the many hundreds of bikes are carefully placed in long lines to facilitate a smooth exit from the parking lot. Thousands of riders buy T-Shirts, pins, and other commemorative items and sign their waivers. There is plenty of bike gawking, paint job admiration, and outright friendly razzing that is all part of the camaraderie that those of us who ride share. There are speeches by the local dignitaries and our Grand Marshal. There are ceremonies commemorating our fallen heroes and honoring our nation. When the bikes leave it can take almost twenty minutes to clear the parking lot and then our Legion Baseball players and others clear the lot of cones and help prepare for the riders' return. Along the route there are small towns that consider Ride for America “their” Memorial Day Parade, they line the streets and roads in red, white, and blue clothes. They sit on blankets, they sit on lawn chairs, they sit in wheelchairs and the occasional hospital bed. Old veterans come to attention and salute the flags in the lead vehicles. In Madison, the turning point of the ride, there is a huge ceremony on the town green, welcoming the riders, honoring those who gave all, and recognizing veterans from all generations and branches of service. Some portion of our riders always stay behind and eat and shop Madison which makes it very good for that community as well. Upon the return to Loganville, there is a meal served (usually BBQ prepared by our

Boy Scout Troop and served by our Navy Seabee Cadet unit and our Civil Air Patrol Squadron). There are cold beverages, games, door prizes, and raffle drawings for some very nice prizes.

## How do we market the ride, so our sponsors get noticed?

The marketing related to a ride of this size takes a knowledge of the distinct groups that are involved and the media they consume. So, our marketing plan targets the following general groups:

**Repeat riders** – Many repeat riders are already familiar with our website and our social media profiles, we start right after the ride posting pictures and videos that they send us and sharing their reviews of the ride. Throughout the fall and winter, we post reminiscences of the last ride and ask leading questions to engage our existing fans.

**New riders** – We work with a variety of motorcycle magazines that target the southeast. This year we were very fortunate that one of our regulars was interviewed for a national motorcyclist magazine and devoted a good portion of her interview to her love of our ride, she even talked about the date and location. We attend motorcycle shows, other rides, and dealer events and distribute ride related materials. We also do some targeted, paid social media and hit the local radio stations. We will reach out to the leaders of local rider groups to help bring in groups from their organization.

**Route Spectators** – We work with local municipalities, churches and other organizations along the route to help ensure a huge spectator base. For many riders, the spectators are what makes this ride their favorite of the year.

**Volunteer Groups** – We have several core groups of volunteers and we often invite the leaders of those groups to join us in planning meetings leading up to the ride, so they know what we need and expect on ride day.

**Individual Volunteers** – We are approached through the year by individuals who are not able to, or not interested in riding but want to be part of Ride for America. We promote these opportunities at our Legion Family meetings and on our website and social media properties.

**18th Annual**  
**RIDE FOR AMERICA**  
 (Rain or Shine)  
**MEMORIAL DAY MAY 30TH, 2016**  
**ALL PAVED LOT FOR STAGING**  
 Ride will leave from the American Legion Post #233,  
 4635 (Hwy 78) Atlanta highway, Loganville, GA  
 and return after a ceremony in Madison GA  
 Following the Ride there will be Food, Beverages, Music,  
 Raffles, Etc.  
**Awesome raffle prizes!!!**  
**\$10.00 RIDER—\$5.00 PASSENGER**  
**KSU at 9:30 AM**  
 For more info contact Stan Mauldin 770-978-1739  
 Or visit our web site at: [www.rideforamerica.org](http://www.rideforamerica.org)

Thanks to our generous sponsors:

**19th Annual** (Rain or Shine) [www.rideforamerica.org](http://www.rideforamerica.org)  
**RIDE FOR AMERICA**  
**MEMORIAL DAY MAY 29TH, 2017**  
 Ride will leave from the American Legion Post #233,  
 4635 (Hwy 78) Atlanta highway, Loganville, GA  
 and return after a ceremony in Madison GA  
 Following the Ride there will be Food, Beverages, Music,  
 Raffles, Etc.  
**Awesome raffle prizes!!!**  
**\$10.00 RIDER—\$5.00 PASSENGER**  
**KSU at 9:30 AM SHARP**  
 For more info contact Stan Mauldin 770-978-1739

**20th Annual**  
**Ride for America**  
 Memorial Day • May 28, 2018  
 Escorted motorcycle ride from Loganville to Madison for Memorial Day Ceremony. Then, escorted ride back for lunch, drinks, music & prizes.  
**KSU 9:30 a.m.**  
 American Legion Post #233 4635 Hwy 78  
 Loganville, GA 30052  
 Expanded paved lots for staging.

**RIDE FOR FREE IN 2018!**  
 Donations kindly accepted.

For more information, contact Stan Mauldin (770) 978-1739 or visit [www.rideforamerica.org](http://www.rideforamerica.org)



# RFA 2020 Sponsor Form

**Sponsorship level** (circle one)

\$500 – Bronze    \$750 – Silver    \$1000 – Gold    \$2000 – Platinum    \$3000- Diamond    \$5000 Elite Partner

Other \$Amount (value of Goods and Services included) \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Web site and/or social media URL:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Has camera ready artwork for company logo? (circle one) Y / N can email to [webmaster@gapost233.com](mailto:webmaster@gapost233.com)

Make checks (preferred) payable to ALR Post 233 and mail to American Legion Riders, P.O. Box 127 Loganville, GA 30052

Can pay online at [www.rideforamerica.org](http://www.rideforamerica.org)

**Date Paid:** \_\_\_\_\_

**Sponsor Recruiter:** \_\_\_\_\_