

The Eastern & Western Harley-Davidson Dealers Association is proud to present:



THE 35TH ANNUAL MDA RIDE FOR LIFE

Underwritten by East Penn Manufacturing



April 29 - May 1, 2022

Lebanon Valley Expo Center

www.mdarideforlife.org

Ride for Life offers a unique opportunity to partner with the Muscular Dystrophy Association (MDA) and the Eastern & Western Harley-Davidson Dealers Association on the single largest purpose-driven Harley-Davidson fundraising ride in the world. Over the last 34 years Ride for Life has raised more than \$25 million to help children and adults live stronger lives. By partnering with Ride for Life you put yourself in front of an exclusive, segmented audience of Harley-Davidson riders who believe in giving back to the community and support companies who do. Last year over 2,000 riders participated, representing 10 states and more than 5,000 email and social media followers.

Sidecar Parade Exclusive Sponsor\$50,000 East Penn Manufacturing

Ultra Sponsor\$20,000

- 20 tickets to event including VIP event pack & preferred seating at Saturday dinner
- Company logo on T-shirt
- Company logo on printed booklet*
- Company logo on lanyard/VIP name tags
- Exclusive logo and mention as a matching gift ultra sponsor in two participant emails over 11,000 emails distributed and 5,500 unique addresses
- Prominent signage at event entrance
- Four social media posts with company links
- Company logo on event banners
- Logo and name on electronic presentation space and event website
- Booth/table at event to display information or product sampling

Ride for Life Dinner Sponsor.....\$15,000

- 16 tickets to event including VIP event pack & preferred seating at Saturday dinner
- Company logo on T-shirt
- Company logo on printed booklet*
- Company logo on table tents and cocktail napkins
- Opportunity to speak during ceremony
- Exclusive logo and mention as a dinner sponsor in a RFL participant email over 11,000 emails distributed and 5,500 unique addresses
- Company logo on event banners
- Logo and name on electronic presentation space & website

Softail Sponsor\$10,000

- 10 tickets to event including VIP event pack & preferred seating at Saturday dinner
- Company logo on T-shirt
- Company logo on printed booklet*
- Two social media posts with company links
- Company logo on event banners
- Logo and name on electronic presentation space & website
- Booth/table at event to display information or product sampling

Sportster Sponsor\$7,500

- 10 tickets to event including VIP event pack
- Company logo on T-shirt
- Company logo on printed booklet*
- Company logo on event banners
- Logo and name on electronic presentation space & website
- Booth/table at event to display information or product sampling

Activity & Ride Sponsor\$5,000

- 8 tickets to event including VIP event pack
- Company name/logo on Ride & Activity page and printed event schedule
- Two activity social media posts with company name and logo
- Company logo on event website

* Logos in printed material are time sensitive

