



Your company is invited to be a sponsor for the 5th Annual Erie BikeFest on July 8-16, 2017!

Our small business created Erie BikeFest in 2013. The goal was to establish a 'bike week' in the community that would be inclusive for ALL businesses, and help attract motorcycle enthusiasts to our community for an extended period – which injects more money into the local economy.

We added a fundraising component in 2014, to help raise much needed funds for various local non-profit organizations. With the assistance of sponsors, we have been able to raise and donate nearly \$125,000 to local non-profits in three years. **Last year, Erie BikeFest was the largest motorcycle-related fundraiser in the community with over \$53,000 donated to local non-profits!**

The growth and popularity of Erie BikeFest has been evident by the increasing number of visitors and sponsors who recognize the benefit of partnering with Harley-Davidson.

Proceeds from Erie BikeFest 2017 will benefit the following local non-profit organizations:

- American Red Cross of Northwest PA
- Sarah Reed Children's Center
- Muscular Dystrophy Association (MDA) of Western PA
- Injured Motorcycle Riders Foundation
- Cody's Wheels of Hope

Erie BikeFest is a privately funded charitable event, and with the financial support of sponsors, like you, we will continue to grow and bring more people into the community for Erie's only bike week.

Attached are Erie BikeFest 2017 sponsorship packages for your review. Please contact Jason Myers at 814-838-1356 with any questions or to discuss a custom sponsorship package.

In advance, we thank you for your support and look forward to having you join us for Erie BikeFest 2017!

Sincerely,

Kelly Lapping
President/Co-Owner
Harley-Davidson of Erie

Susan Lapping
CFO/Co-Owner
Harley-Davidson of Erie



UNITED BY INDEPENDENTS SPONSOR: \$500

Your **United By Independents Sponsorship** package includes the following:

- Company logo included in Bikefest promotional materials such as Bikefest website, Facebook page, and Sponsors banner;
- 2 Passes to Harley-Davidson of Erie Sponsors Tent for Bikefest Concert at Liberty Park on Tuesday, July 11 with complimentary food, beverages and reserved bike parking inside Liberty Park; and
- 2 Passes to exclusive Sponsors VIP Area & BikeFest Headline Concert at Harley-Davidson of Erie on Saturday, July 15;

PLEASE NOTE:

All Passes will be mailed or delivered to you by June 30. The appropriate ticket or wristband is **REQUIRED** for admission to each event.

Thank you for your support! We hope that you and your guests will enjoy all of the exciting events lined up for this year's H-D of Erie Bikefest.

For a full schedule of events, visit www.hderiebikefest.com



KICK STANDS UP SPONSOR: \$1,000

Your **Kick Stands Up Sponsorship** package includes the following:

- Company logo included in all Bikefest print advertisements;
- Company logo included on main stage and large banner at Harley-Davidson of Erie;
- Company logo included in Bikefest promotional materials such as Bikefest website, Facebook page, and event flyers;
- 4 Passes to Harley-Davidson of Erie Sponsors Tent for Bikefest Concert at Liberty Park on Tuesday, July 11 with complimentary food, beverages and reserved bike parking inside Liberty Park;
- 4 Passes to exclusive Sponsors VIP Area & BikeFest Headline Concert at Harley-Davidson of Erie on Friday, July 14; and
- 4 Passes to exclusive Sponsors VIP Area & BikeFest Headline Concert at Harley-Davidson of Erie on Saturday, July 15.

PLEASE NOTE:

All Passes will be mailed or delivered to you by June 30. The appropriate ticket or wristband is **REQUIRED** for admission to each event.

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SCREAMIN' EAGLE SPONSOR: \$2,500

Your **Screamin' Eagle Sponsorship** package includes the following:

- Company logo included in all Bikefest print advertisements;
- Company logo included on main stage and large banner at Harley-Davidson of Erie;
- Company logo included in Bikefest promotional materials such as Bikefest website, Facebook page, and event flyers;
- 10 Passes to Harley-Davidson of Erie Sponsors Tent for Bikefest Concert at Liberty Park on Tuesday, July 11 with complimentary food, beverages and reserved bike parking inside Liberty Park;
- 10 Passes to exclusive Sponsors VIP Party & BikeFest Headline Concert at Harley-Davidson of Erie on Friday, July 14;
- 10 Passes to exclusive Sponsors VIP Party & BikeFest Headline Concert at Harley-Davidson of Erie on Saturday, July 15;
- 10' x 10' Vendor Space at Harley-Davidson of Erie on July 11-15.

PLEASE NOTE:

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