



Your company is invited to be a sponsor for the 7th Annual Erie BikeFest on July 13-21, 2019!

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 would help inject 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 over \$160,000 to local non-profits over the past four year. **Last year, Erie BikeFest was the largest motorcycle-related fundraiser in the community with over \$45,000 donated to local non-profits!**

The growth and popularity of Erie BikeFest is evident by the increasing number of sponsors who have recognized the benefit of partnering with our dealership and the Harley-Davidson Motor Company brand.

Attached are Erie BikeFest 2019 sponsorship packages for your review. Please contact us at 814-838-1356 with any questions or to discuss a custom sponsorship package for your business.

In advance, we thank you for your support and look forward to having you join us for Erie BikeFest 2019!

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 16 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 20;

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 16 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 19; and
- 4 Passes to exclusive Sponsors VIP Area & BikeFest Headline Concert at Harley-Davidson of Erie on Saturday, July 20.

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 16 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 19;
- 10 Passes to exclusive Sponsors VIP Party & BikeFest Headline Concert at Harley-Davidson of Erie on Saturday, July 20;
- 10' x 10' Vendor Space at Harley-Davidson of Erie on July 16-21.

PLEASE NOTE:

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