



1916-2016  
**SISTERS'**  
**CENTENNIAL**  
**MOTORCYCLE**  
**RIDE**

**ONE HUNDRED YEARS, ONE HUNDRED WOMEN.**

A cross-country motorcycle adventure for women commemorating the 100<sup>TH</sup> anniversary of Adeline and Augusta Van Buren's historic motorcycle ride across the United States.

**NEW YORK TO SAN FRANCISCO**  
**JULY 3 - 24, 2016**



ACKNOWLEDGING  
HOW FAR WE'VE COME

CELEBRATING  
WOMEN WITH PURPOSE

RAISING FUNDS  
FOR CHARITIES

In 1916 the Van Buren sisters set out to show their support for their country. With World War I looming, they wanted to demonstrate to the U.S. government that women had what it took to be dispatch riders in the Army, and their transcontinental journey on a pair of motorcycles made U.S. history. This was a phenomenal accomplishment by two courageous women at a time when few roads were paved, Victorian attitudes were in full flare and women did not yet have the right to vote. Our ride is intended to honor their achievement and celebrate women with purpose.

The event will launch from Brooklyn, New York, where the Van Buren sisters started their historic journey and will include more than 100 women riders, including Adeline's great-granddaughter, Sofié Ruderman, and Sarah Van Buren, great-great niece of Adeline and Augusta. Riders will follow the Van Burens' 1916 route as closely as possible, promoting women as role models by demonstrating their courage and capability as cross-country travelers, while at the same time raising funds for charities supporting women in traditionally male-dominated careers. Community events plus Meet & Greet are planned across the country as a way of showcasing the accomplishments of female role models of the last century.

Partnering with such organizations as the Route 6 Alliance in Pennsylvania, the Lincoln Highway Heritage Association, and local communities along the way, the event will promote the legacy of adventurous and daring women, America's motorcycling heritage and our history as industrial leaders in the transportation industry over the past 100 years.

The event concludes with a massive group ride into San Francisco on July 23, 2016, where festivities will celebrate the ride's completion and all women's accomplishments.



EVENT BEGINS AND  
ENDS IN  
LARGE MEDIA  
MARKETS

ADELINE & AGUSTA  
VAN BUREN'S  
FAMILY MEMBERS  
ON ENTIRE 3  
WEEK EVENT

FACEBOOK  
POSTS REACH  
**2,500+**  
USERS  
PER WEEK

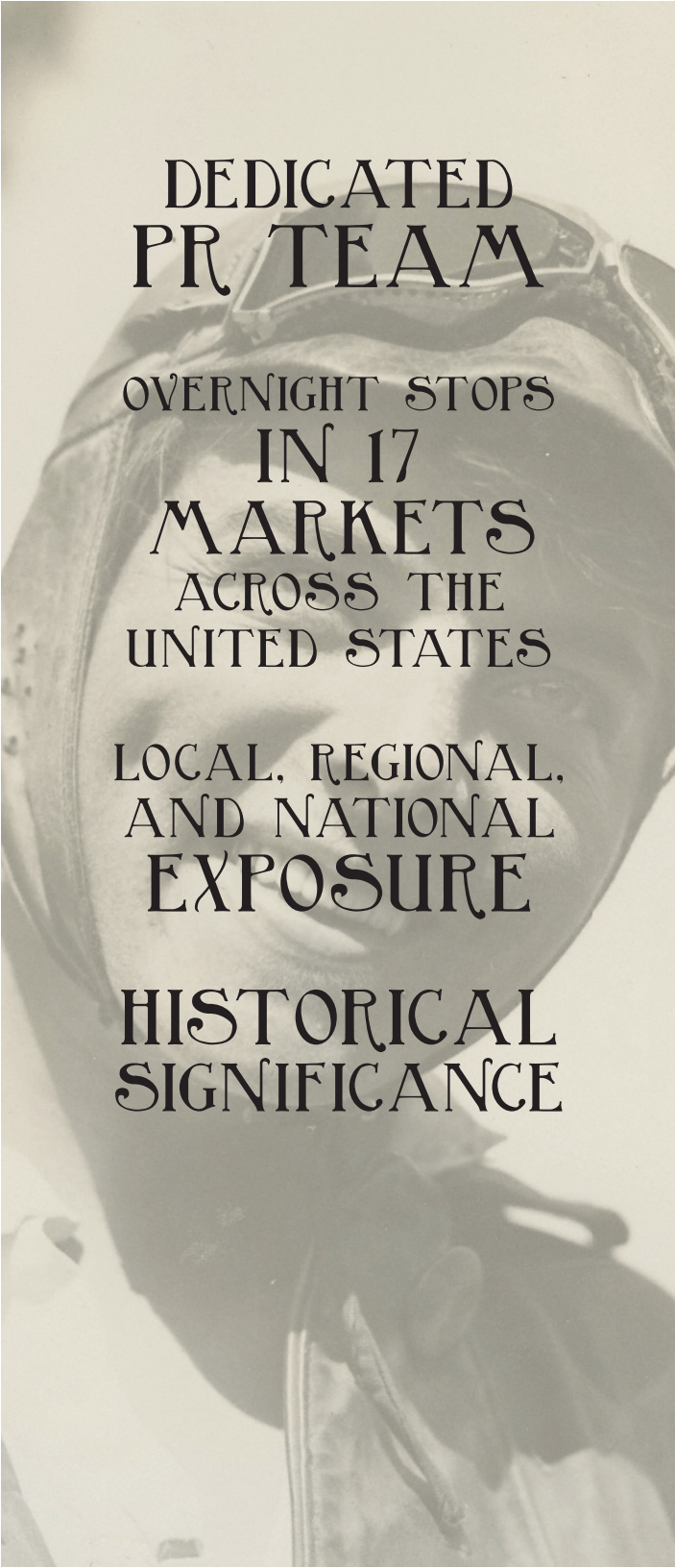
# WHY SPONSOR THE SISTERS' CENTENNIAL RIDE?

## **Highly Targeted Demographic**

Event participants are adventure-oriented 35-65-year-old women with disposable income. Participants identify with strong role models and are interested in social change.

## **Brand Awareness via Adventure-oriented and Veteran-focused Charities**

The Sisters' Centennial Motorcycle Ride will be supporting two charities: *Final Salute, Inc.*: A national women's veterans' organization which provides temporary and permanent housing for the over 500,000 homeless female veterans in the United States and the *Women's Coalition of Motorcyclists*: Providing funding for motorcycle train-the-trainer scholarships that will help enlarge the number of female instructors and coaches for road, dirt and track.



DEDICATED  
PR TEAM

OVERNIGHT STOPS  
IN 17  
MARKETS  
ACROSS THE  
UNITED STATES

LOCAL, REGIONAL,  
AND NATIONAL  
EXPOSURE

HISTORICAL  
SIGNIFICANCE

# EVENT PUBLICITY: DOCUMENTATION AND MEDIA EXPOSURE

## **National, Regional and Local Exposure**

1. Community events are planned throughout the nationwide route.
2. Event exposure in 17 different markets across the United States.
3. Daily press releases distribution to national, regional and local media outlets.
4. Celebrity motorcycle riders have been invited to join our group in order to enhance media exposure.
5. A large-format coffee table book will be created as a visual record of the trip and the sisterhood we share with our fellow motorcyclists and local communities.

## **Dedicated PR Team:**

Pre-ride press releases scheduled to generate local interest. Daily press releases distributed in each community during the event.

## **Comprehensive Social Media Strategy:**

Exponential coverage through social sharing and boosted posts. Multiple official social media shares per day from event management. 100 riders, their families, plus the riders that come out to meet us all posting to social media.

## **Targeted Exposure Through Strategic Partner Relations:**

Working with local tourism boards and convention and visitors bureaus, we will leverage local and regional media contacts across the nation.

## **Multiple Media Angles:**

100 years ago women could not vote. ♦ Women are riding motorcycles in record numbers. ♦ The first two women to ride motorcycles cross-country. ♦ First women up Pikes Peak on motorcycles. ♦ Descendants of the Van Buren sisters will be available for interviews throughout the ride.

## **Photographic Documentation:**

Christina Shook, professional photographer, will be documenting the ride. Photos will be distributed on a daily basis to major sponsors, media outlets and journalists covering the ride.

## **Video Documentation:**

A professional film crew will be filming before, during and after the ride with the intention of making a feature film. Small video bites will be made available to the media during the ride.

# SPONSORSHIP LEVELS

	<b>Title Sponsor \$25,000</b>	<b>Platinum \$10,000</b>	<b>Gold \$7,500</b>	<b>Silver \$5,000</b>	<b>Bronze \$2,500</b>	<b>Supporting \$1,500</b>
<b>Logo</b>	<b>Largest</b>	<b>75% of title sponsor</b>	<b>60% of title sponsor</b>	<b>40% of title sponsor</b>	<b>25% of title sponsor</b>	
<b>Product Demos</b>	●					
<b>Select Stops En Route</b>	2	1				
<b>VIP Attendee Rate</b>	3	2	1			
<b>Watermark on all Media Images</b>	●	●				
<b>Company Mentions in Radio, TV and News Interviews</b>	●	●	●			
<b>Press Release Announcement</b>	●	●	●	●		
<b>Logo on Support Vehicle</b>	●	●	●	●		
<b>Logos on Event Banners</b>	●	●	●	●	●	
<b>Logo on T-shirts</b>	●	●	●	●	●	●
<b>Promotional Materials to Riders</b>	●	●	●	●	●	●
<b>Social Media Mentions</b>	●	●	●	●	●	●
<b>Mention in Coffee Table Book</b>	●	●	●	●	●	●



# MORE SPONSORSHIP OPPORTUNITIES

## Community Event

- Opportunity to sponsor one community event in one location with specific public recognition
- Formal recognition at sponsored community event and regional media exposure
- Banners at Event
- Sponsor would have access to rights to use all photos and videos taken at the specific event for promotional purposes.

## Community Events Available for Sponsorship:

- Brooklyn, NY - Ride Launch Party (\$12,500)
- Springfield, MA - Launch Party (\$10,000)
- Pickerington, OH - AMA Hall of Fame (\$7,500)
- Latrobe, PA - Lincoln Highway Experience event (\$5,000)
- Anamosa, IA - National Motorcycle Museum (\$7,500)
- McCook, NE - Community Event (\$4,500)
- Co. Springs, CO - Rocky Mtn. Motorcycle Museum (\$5,000)
- Pikes Peak, CO - Pikes Peak Event (\$12,500)
- San Francisco, CA - Grand Finale Party with emcee Erin Hunter Sills (\$15,000)



## Ride Organizer or Staff Member(s)

- Sponsored rider will ride OEM motorcycle wearing OEM branded apparel for the duration of the ride
- When broadcast on television OEM riders will wear OEM branded apparel
- Press release announcing OEM participation
- Opportunity to promote OEM staff riders through social media and press
- OEM signage on chase vehicle
- Opportunity to give up to three unique gifts to all ride participants (key chains, T-shirts, helmet bags, etc.)

- Opportunity to provide one motorcycle for fundraising demo rides along the route
- Formal Recognition at kickoff and arrival parties.
- All staff members are highly experienced motorcycle professionals and many are MSF instructors.

**OEM SPONSORSHIP:** Ride Organizer and Media Lead - \$15,000

**OEM SPONSORSHIP:** Staff Member - \$4,500 (Two staff members - \$7,500)



## Chase Vehicle - \$5000 + vehicle

(In-Kind Opportunity)

- Opportunity to provide chase vehicle for entire ride
- OEM signage on chase vehicle
- Press Release announcing OEM participation

- Opportunity to give up to three unique gifts to all ride participants (key chains, T-shirts, helmet bags, etc.)
- Opportunity to donate one motorcycle for charity fundraising demo rides along the route
- Formal recognition at all community events.



# CONTACT

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