



HOG DAZE RALLY 2019

Dear Friend:

First, thank you for your past support. This year we will be celebrating an anniversary, two in fact. It is the 10th anniversary of the event and the 100th anniversary of the first race. That is 100 years since the first "Cornfield Classic." We, the Indiana Motorcycle Preservation Society, sincerely hope you will continue the support so important to our event. To date, we have been visited by, 32 states and four countries. Fans of the historical story, music, motorcycle enthusiast are visiting Marion, Indiana in increasing numbers.

The Grant County owned, Indiana Motorcycle Preservation Society, which brings you the Home of the Hog and Hog Daze Motorcycle and Music Festival is structured as a not-for-profit organization serving under the direction of an independent board comprised of local motorcycle enthusiasts and business representatives. Our primary goal is to bring recognition to the motorcycle history of Grant County, in particular, the "Cornfield Classic" the international motorcycle race held right here in our greater community. In addition, profits raised by our events go to support Help the Hopeful, 1st Light Child Advocacy and other local charities. The Hog Daze Rally is now in its 10th year. The event is quickly becoming the region's best music show, displaying some of the country's emerging artists. This celebration is growing every year and we look forward to partnering with you to continue the growth of Hog Daze.



The Harley-Davidson rider that won the 1920 race took a victory lap with a baby pig he had been given and it became the team's mascot. As the team continued this tradition, the Harley team became known by fans as the "Hog Boys" and it led to motorcycles being called "hogs." Archival footage of the earlier 1919 race was recently honored by the Harley-Davidson Museum. This rich history has led to the city-wide adoption of the brand, The Home of the Hog.



Please see the enclosed sponsorship information. There are sponsorship opportunities between \$250-\$10,000 levels that include a variety of sponsorship and advertisement benefits based on the amounts listed below. All levels come with a minimum of one complimentary 10'x10' space and additional promotional opportunities. Please do not let these levels prevent you from being a part of this event. We will gladly accept any amount that best represents your individual needs. This application will provide you with needed information and serve as your 2019

participation agreement.

We hope you join us August 9th – 11th and go Hog Wild in Downtown Marion!

Thank you,

Mark A. Sullivan

Mark Sullivan, President
Indiana Motorcycle Preservation Society

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Rally inquiries: marionhogdaze@gmail.com www.hogdaze.com



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HOG DAZE 2019 EVENT SPONSORSHIP BENEFITS

Sponsorship Level Benefits:

(Please note that all benefits are negotiable based on individual needs.)

\$250 - Supporter

- * Name on event banners
- * Name on event website
- * Live event recognition
- * Complimentary booth space for your product display

\$500 - Logo Sponsor

- * Two complimentary booth spaces for your product display
- * Logo on event website
- * Logo on event banners
- * Live event recognition

\$1000 - Bronze Sponsor

- * Two complimentary booth spaces for your product display
- * Logo on event website linked to your website
- * Logo on event banners
- * Live event recognition

\$2500 - Silver Sponsor

- * Logo on event website linked to your website
- * Live event recognition
- * Three complimentary booth spaces for your product display

- * Logo on event banners
- * Regional poster and postcard advertising

\$5000 - Gold Sponsor

- * Logo on event website linked to your website
- * Three complimentary booth spaces for your product display
- * Logo on event banners
- * Advertising in event informational brochure handed out to attendees
- * Live event recognition
- * Regional poster and postcard advertising
- * Stage or tent sponsor (stage or tent signage)

\$10,000 - Title Sponsor

- * Stage or tent sponsor recognition (stage or tent signage) with first option for 2020 Title Sponsorship
- * Logo on event banners
- * Free booth space for product display
- * Logo on event website linked to your website
- * Live event recognition
- * Recognition in all forms of advertising
- * Name on event merchandise

2019 HOG DAZE SPONSORSHIP INFORMATION AND CONTRACT

Business Name: _____

Contact Name: _____

Invoice Address: _____

Business Phone: _____ Contact Phone: _____

Email Address: _____

Web Address: _____

Yes No Are you willing and do you have the opportunity to post, display or distribute materials related to the Hog Daze event?

Yes No Are you interested in taking advantage of the complimentary booth space/s included with your sponsorship?

Please note that there is a supplemental vendor application form that will need to be returned prior to the event.

Please print and sign your name stating you are authorized to enter into this agreement and understand the information above. Once returned, we will issue an invoice to the address listed above. Please make checks payable to Indiana Motorcycle Preservation Society. Thank you!

Printed Name: _____

Signature: _____ Date: _____