



2020
Rally Sponsorship

Mid-Atlantic Women's Motorcycle Rally

We Give Back

Women Motorcyclists Helping Women with the Challenges of Cancer

Who We Are

The Mid-Atlantic Women's Motorcycle Rally (MAWMR) began in 1993 with a vision of creating a networking community for women motorcyclists, and to fundraise in support of women who are dealing with the challenges of cancer. We host an annual rally, now in its 28th year, bringing riders and enthusiasts from all across the U.S. for a three-day weekend filled with workshops, off-bike activities, rides, auctions, vendors, speakers, fundraising, themed banquet and our infamous Parade of Chrome. Almost 4,000+ women have come to our Rally over the past 27 years and have raised close to \$400,000 for local charities. As women continue to be one of the fastest growing segments in the moto industry, we will continue our outreach campaigns to reach every women rider to empower, share resources, network, fundraise, and host an amazing annual rally.

The Mid-Atlantic Women's Motorcycle Rally, a 501(c)3 organization, is first and foremost about creating a positive environment for women motorcyclists, and is the largest, longest running, premier rally of its kind.

Investing in Hope

- The charities we support provide direct emotional and financial assistance to those affected by cancer.
- **Pink Out Women's Cancer Fund.** Pink Out's goal is simply to lighten the financial burden of women undergoing treatment for breast, cervical, ovarian, and endometrial cancers. The fund is a 501(c)3 to assist with non-medical, daily living expenses such as rent, food and utilities and other items such as wigs, prostheses and special garments that are not covered by medical insurance.
- **Help For Oncology Problems & Emotional Support.** H.O.P.E.'s goal is to support cancer patients and their families through providing transportation, home delivery of meals, gift certificates, and access to support groups and resource materials. No request is too big or too small if it alleviates the extra strain that cancer places on families daily activities. H.O.P.E is a 501(c)3 organization

"Cancer affects all of us, whether you're a daughter, mother, sister, friend, coworker, doctor, or patient."

—Jennifer Aniston

Why Sponsor Our Event?

We have considered several avenues for potential sponsor exposure to our network, and created these sponsor packages to provide the most impact to your product or service. Your support will provide funding to help our cause of helping women beat cancer; promote the largest and longest running women's motorcycle rally; reach the women's motorcycling community of over 4,000+ participants since rally inception; offset the costs of an all-volunteer, non-profit event; and make an impact in the motorcycling industry.

The percentage of women riders has greatly increased, especially within the past 5 years. Women have a significant impact in the motorcycle community, purchasing their own motorcycles, related products and gear. Our sponsors reach approximately 300 attendees that will have a local economic impact of over \$125,000 in the local community and over 1,300 women on our distribution lists, and many more from our online presence.

- **JOIN THE MOVEMENT** to empower and inspire women riders.
- **GIVE BACK** to your community by helping those who need it most.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees and community.

Event Sponsorship Opportunities

LEVEL	AMOUNT
DIAMOND	\$2,500
PLATINUM	\$1,000
GOLD	\$500
SILVER	IN-KIND DONATIONS

- Donations are accepted for our auctions, and beverages & snacks for the hospitality room and The Garage.

DIAMOND SPONSOR—\$2,500

Recognition as a **DIAMOND SPONSOR** promoted throughout the event.

Name and Logo Recognition as Follows:

Package 1: Keynote Speaker

- Keynote speaker sponsorship, logo on main rally banners & sponsor banner, top billing on sponsor web pages (www.mawmr.org), registration page and all printed rally materials. Logo inclusion on all external communications.

Package 2: The Garage Sponsor

- After hours party main sponsor, logo on main rally banners & sponsor banner, top billing on sponsor web pages (www.mawmr.org) and registration page and all printed rally materials. Ability to set up/donate/product at/to The Garage. Women spend late nights at the tent. Logo inclusion on all external communications.

PLATINUM SPONSOR—\$1,000

Recognition as a **PLATINUM SPONSOR** promoted throughout the event.

Name and Logo Recognition as Follows:

Package 3: Workshops Speaker

- Workshops on finance, law, crafts, motorcycle repair and anything in between. Logo on main rally banners and on sponsor web pages. Logo inclusion on all external communications.

Package 4: Biker Games and Prizes Sponsor

- Games played both on and off motorcycles. Logo on main rally banners and on sponsor web pages. Logo inclusion on all external communications.

GOLD SPONSOR—\$500

Recognition as a **GOLD SPONSOR** promoted throughout the event.

Name and Logo Recognition as Follows:

Package 5: Hospitality Room

- Logo on sponsor banner, sponsor web page and registration page. Logo inclusion on all external communications.

Package 6: Ad-on Registration Site and Registration Confirmation Emails

- Logo on sponsor banner, sponsor web page and registration page. Logo inclusion on all external communications.

SILVER SPONSOR

IN-KIND DONATION

- In-kind donations, logo on sponsor pages and sponsor banner. Donations are accepted for our auctions, and beverages & snacks for the hospitality room and The Garage.
- All Sponsors can contribute brochures, flyers, coupons and gifts to our registration bags or Tricky Tray Auction. Logo inclusion on all external communications.

Level	Diamond	Platinum	Gold	Silver
Website Sponsor Page	X	X	X	X
Main Rally Banners	X	X		
Speaker Podium	✕			
Sponsor Banner	X	X	X	X
Registration Site	X	X		
The Garage Signage	X			
Workshops		✕		
Biker Games		X		
Auction			X	
External Communications	X	X	X	X
Goodie Bag Inclusion	X	X	X	X
Sponsor Wall	X	X	X	X

Don't see what you need? Reach out to us at sponsor@mawmr.org and we can custom craft a package for you.

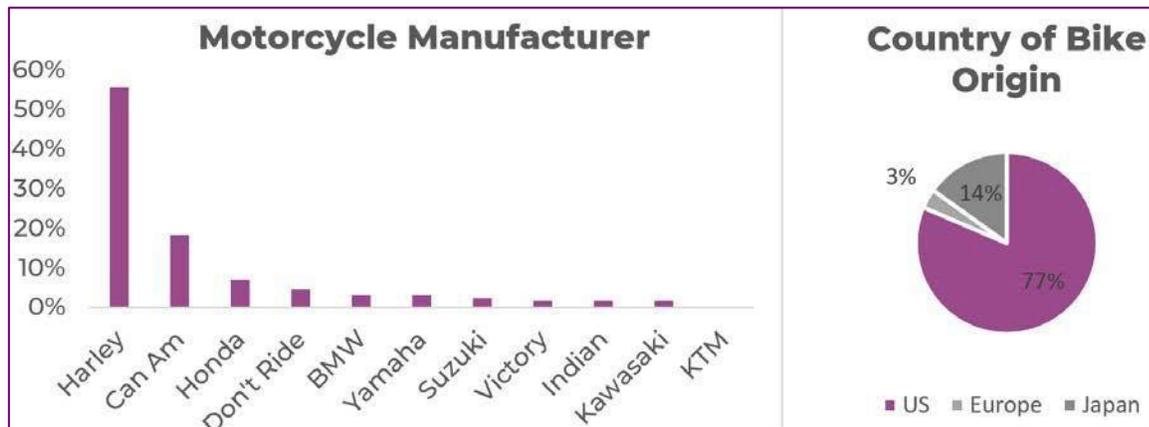
Rally Facts

- Started in 1993, 2020 will be our 28th event
- Over 4,000 women have attended
- Attendees have raised over \$400,000 for women’s cancer charities
- The Rally has been in 7 different cities and 4 different states
- 27% Average growth rate over the past 3 years and 9% over the past 8 years

Event Demographics

- 85.6% of attendees attend the event every year
- On average 100 new women attend each year
- 85% of attendees tell a friend about the event
- Attendees range from 18-66+
 - 18-25 – 1.6%
 - 26-35 – 1.6%
 - 36-45 – 7.9%
 - 46-55 – 38.6%
 - 56-65 – 29.9%
 - 66+ - 20.5%
- Motorcycle Data
- 56% of participants ride and prefer American-made motorcycles
- Can Am riders being the fastest growing segment of a participants grew by 345% from 2017 to 2018

Motorcycle Manufacturer Charts for Rally Attendees



Recognition and benefits outlined above is at the discretion of the Mid-Atlantic Women’s Motorcycle Rally Board of Directors to implement to the extent of their local resources and capabilities.

Please contact me for Event Sponsorship:

Marcia ‘Sparkle’ Moore, Director

Mid-Atlantic Women’s Motorcycle Rally

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