



2009 Ride Passionately Contract

Thank you for your interest in participating as a sponsor for the **Motorcycle Grand Tour of Virginia, celebrating the 40th Anniversary of “Virginia is for Lovers!”** The Motorcycle Grand Tour of Virginia is a partnership between the Governor’s Motorcycle Advisory Council and the Virginia Hospitality and Travel Association (VHTA) with support from the Virginia Tourism Corporation.

Explanation of the Motorcycle Grand Tour of Virginia:

The Motorcycle Grand Tour of Virginia is a statewide promotion of Virginia’s attractions, restaurants, and hotel-lodging facilities focused on the growing market of motorcycle riders. Affluent baby boomers, increasing trends of female riders, environmental concerns and gas mileage are just a few reasons for the recent boom in the motorcycle industry. The Motorcycle Grand Tour of Virginia will provide tourism partners the opportunity to reach out to this emerging target market.

The Motorcycle Grand Tour of Virginia will begin in mid-March 2009 with a *Ride Passionately* Kick-Off Event to be held in Richmond, VA. For a small registration fee, motorcycle enthusiasts will receive a motorcycle passport, a ride brochure, and a 2009 *Ride Passionately* pin.

Ride brochures will list sponsoring tourism partner destinations including attractions, restaurants, and hotels. Each partner destination will receive a designated point value based on level of sponsorship (Gold, Silver or Bronze). Four prize levels will be determined based on the number of total points collected, thus creating more incentive for motorcycle riders to visit a “Gold” facility over a “Bronze” facility. The closing date for the tour will be October 15, 2009.

Sponsor Categories:

- | | |
|---|-----------------|
| <input type="checkbox"/> Gold Tour Sponsor** | \$500.00 |
| **Receives signage at the <i>Ride Passionately</i> Kick-Off Event | |
| <input type="checkbox"/> Silver Tour Sponsor | \$350.00 |
| <input type="checkbox"/> Bronze Tour Sponsor | \$250.00 |

Please note: All tour marketing materials will distinguish Gold, Silver, and Bronze sponsors.

2009 Ride Passionately Contract *continued*
Contact Information:

Deadline: January 15, 2009

Name of Sponsor Property: (For Print) _____

Address of Property: _____

City: _____ State: _____ Zip: _____ County: _____

Toll Free/Reference Phone: _____ Web Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Terms and Conditions:

As a participating sponsor in the Motorcycle Grand Tour of Virginia, you will receive:

- Recognition in all tour materials including Ride Brochure and Motorcycle Passport
- Recognition in promotional items including, but not limited to posters, direct mail, press releases, etc.
- Listing in the VHTA eNewsletter
- Listing and web link on MotorcycleVa.com
- Invitation to the *Ride Passionately* Kick-Off
- Not to mention, increased revenue from tour participants!

As a participating sponsor, you agree to:

- Pay the total sum declared on your 2009 *Ride Passionately* Contract
- Help promote the tour by placing tour materials in your facility including tour posters and/or Rider Registration Forms
- Validate each rider's Motorcycle Passport with the provided tour stamp and date
- To provide company logo upon request for use in tour marketing materials

Payment Information:

Invoice Me! Check Enclosed VISA MC Discover AMEX

Total amount to be paid: _____

Name on Card: _____ Exp. Date: _____ CID: _____

Authorized Signature: _____ Date: _____

Please make all checks payable to:
VHTA- Grand Tour

2101 Libbie Avenue Richmond, VA 23230
Fax: 804-285-3093 Email: Diana@vhta.org
Questions? Contact Diana Boxey at (800) 552-2225

ALL FORMS DUE BY:
JANUARY 15, 2009