



2010 Motorcycle Grand Tour of Virginia Contract

Deadline: March 1, 2010

Thank you for your interest in participating as a sponsor for the second annual **Motorcycle Grand Tour of Virginia, celebrating the 75th Anniversary of the Blue Ridge Parkway!** The Motorcycle Grand Tour of Virginia is a partnership between the Governor's Motorcycle Advisory Council, the Virginia Tourism Corporation, Virginia Motorcycle Dealers Association and the Virginia Hospitality and Travel Association in an effort to promote motorcycle tourism, safety and awareness.

Explanation of the Motorcycle Grand Tour of Virginia

The Motorcycle Grand Tour of Virginia is a statewide promotion of Virginia's attractions, restaurants, motorcycle dealers and lodging facilities focused on the growing market of motorcycle riders. The Grand Tour will provide tourism partners the opportunity to reach out to this emerging target market through a unique marketing effort offering a guaranteed increase in rider visitation. In 2009, the tour participation included 58 sponsor destinations and 580 registered motorcycle riders. With an overwhelming amount of positive feedback from the 2009 tour, we are hopeful to double our participation in 2010.

The tour will begin in April with a kick-off event to be held in conjunction with **The Blue Ridge Bike Fest, April 9-11th** in Roanoke, VA. For a small registration fee, motorcycle enthusiasts will receive a motorcycle passport, a ride brochure, and a Grand Tour memento. Riders will visit each participating destination to receive a designated passport stamp. Each stamp will be worth a specified number of points based on that destination's level of sponsorship and prizes donated. The number of points each rider collects throughout the duration of the tour will determine their eligibility for various prize drawings at the conclusion of the tour thus there will be more incentive for a rider to visit a "Silver" sponsor over a "Bronze" sponsor. The closing date for the tour will be November 1, 2010.

Terms and Conditions

As a participating sponsor, you will receive:

<p>Gold Sponsor \$750 <i>*Subject to availability</i></p>	<p>As a gold sponsor you will receive:</p> <ul style="list-style-type: none"> ● Your destination will be worth 3 points in the motorcycle passport. ● Increased rider visitation as your destination will be a <u>mandatory</u> stopping point for any rider wishing to be eligible for prize drawings. ● Logo on tour banners at the kickoff event and awards ceremony. ● Recognition in all tour materials including tour brochure, press releases and motorcycle passport. ● Profile and/or web link on the Grand Tour website, vamotorcycletour.com <p><i>*Sponsors will represent each of the nine district regions in Virginia (Central, Chesapeake Bay, Eastern Shore, Northern Virginia, Tidewater/Hampton Roads, Shenandoah Valley, Blue Ridge Highlands, Heart of Appalachia, Southern Virginia). These anchor destinations will be the mandatory stops in order for riders to be entered into any of the prize drawings. Anchor destinations will be chosen on a first come basis. Any sponsor wishing to participate as an anchor destination should email info@vamotorcycletour.com to first confirm availability of your designated region.</i></p>
<p>Silver Sponsor \$550</p>	<p>As a silver sponsor you will receive:</p> <ul style="list-style-type: none"> ● Your destination will be worth 2 points in the motorcycle passport. ● Logo on tour banners at the kickoff event and awards ceremony. ● Recognition in all tour materials including tour brochures and motorcycle passport. ● Web link on the Grand Tour website, vamotorcycletour.com

Bronze Sponsor \$350	As a bronze sponsor you will receive: <ul style="list-style-type: none"> • Your destination will be worth 1 point in the motorcycle passport. • Recognition in all tour materials including tour brochures and motorcycle passport. • Web link on the Grand Tour website, vamotorcycletour.com
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****1 additional point will be awarded for every \$75 total prize value donated to the Grand Tour.
 ANY AND ALL PRIZE DONATIONS ARE WELCOMED AND WILL BE RECOGNIZED FOR THE 2010 GRAND TOUR!**

As a participating sponsor, you agree to:

- Pay the total sponsor sum declared on this contract.
- Employ total staff participation and awareness of the Grand Tour Program throughout the extent of the tour.
- Validate each Motorcycle Passport with the provided tour stamp and date.
- Provide use of company logo upon request for use in tour marketing materials.
- Must have the ability to offer passport validation 7 days a week. If a second validation point is to be designated for off hours, this must be stated on the 2010 contract.

Contact Information (For Print)

Name of Sponsor Property: _____

Physical Address of Property: _____

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

Toll Free/Reference Phone: _____ Web Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Hours/Days of Operation: _____

Additional Stamping Location (if necessary): _____

Payment Information

Total Sponsorship Fee: _____ Check Enclosed Credit via Pay Pal* Invoice Me

**Pay Pal payment information will be sent via email upon receipt of contract.*

I hereby agree to the above conditions. It is my understanding that the Grand Tour Task Force reserves the right to deny participation if these conditions cannot or are not met for any reason. I understand that my participation in the tour is subject to availability as there are a limited number of sponsoring opportunities.

Authorized Signature: _____ Date: _____

Please make all checks payable to:
Motorcycle Grand Tour of Virginia
 PO Box 4369
 Richmond, VA 23220

ALL FORMS DUE BY:
March 1, 2010

Questions?
 Contact Diana Boxey, Tour Manager
 Tel. (804) 457-TOUR
 Email: info@vamotorcycletour.com

ALL FORMS AND PAYMENT MUST BE MAILED OR EMAILED TO THE ABOVE ADDRESS BY MARCH 1ST, 2010 FOR PARTICIPATION!