

Table of Contents

<b>Introduction</b> .....	Page 4	<b>Chapter Nine - Weather</b> .....	Page 27
<b>Chapter One - Getting Started</b> .....	Page 5	<b>Chapter Ten - The Day of the Ride</b> .....	Page 28
- Things to think about		- Set up	
- Forming a committee		- Staging/Parking Motorcycles	
- Officers		- Registration	
- Sub-committees		- Field Events	
- Meeting agenda		- Ride In Bike Show	
- Meeting dates and times		- Vendors	
- Communications		- Emcee	
- Your ride date		- Entertainment	
- Volunteers		- Security	
- Type of ride		- Special Guests & VIPs	
- Locations		<b>Chapter Eleven - Event Follow Up</b> .....	Page 34
- Ride route		- Deposit all funds	
<b>Chapter Two - Finances</b> .....	Page 11	- Inventory	
- Checking Account		- Appreciation	
- Federal ID - Non-profit status		- Follow up press	
- Accurate Records/Quality Control		- Celebrate	
- Registration/Pre/Online/Day of		<b>Chapter Twelve - Items You May Need</b> .....	Page 35
<b>Chapter Three - Sponsors &amp; Vendors</b> .....	Page 13	- Many items will be needed	
- Sponsorship		<b>Chapter Thirteen - Liability</b> .....	Page 36
- Sponsorship Levels		- Event waiver	
- Sponsorship Letter		- Event Insurance	
- Vendors		- Alcohol	
- Vendor letter		- Gambling	
<b>Chapter Four - Get it Donated</b> .....	Page 16	<b>The End - Or is it?</b> .....	Page 38
- Goals for raising funds		<b>About the Author</b> – Steve Pyatte	Page 39
- Minimum donation		<b>DISCLAIMER</b> .....	Page 41
- T-shirts/ride pins/ride patches/ride bandanas		<b>Sample Pages</b>	
- Silk screening		Meeting Agenda.....	Page 42
- Postage and snail mailings		Deadlines.....	Page 43
- Prizes - Door, raffle, major		Sponsor/Vendor Contact form.....	Page 44
- Entertainment - Band, DJ		Invoice/Receipt.....	Page 45
- Emcee		Thank You/Receipt.....	Page 46
- Food		Waiver.....	Page 47
<b>Chapter Five - The Media</b> .....	Page 19	Sponsor Letter.....	Page 48
- Learn the media and use it properly		VIP Passes.....	Page 49
<b>Chapter Six - Community Involvement</b> .....	Page 21	Vendor Letter.....	Page 50
- Public relations		Vendor Passes.....	Page 51
- Police, fire, city or town agencies		Pledge Sheet.....	Page 52
- Permits		PSA 60 Second.....	Page 53
- Local community and general public support		Business Card.....	Page 54
<b>Chapter Seven - Marketing</b> .....	Page 22	Press Release.....	Page 55
- The event is a product		Save the Date card.....	Page 56
- Marketing packet		Flyer.....	Page 57
- Business cards		Table Card.....	Page 58
- Letterhead & logo		Donation Box Graphic.....	Page 59
- Word of mouth		Silent Auction Donation Letter.....	Page 60
- The Internet & ride website		Silent Auction Return Donation Form.....	Page 61
- Ride flyer & pledge sheet		Silent Auction Inventory List.....	Page 62
- Pre-ride events		Silent Auction Bid Sheet.....	Page 63
- Photos and video		Bike Show Judge Score Sheet.....	Page 64
<b>Chapter Eight - Silent Auction</b> .....	Page 25	Bike Show Registration Sheet.....	Page 65
- Sub-committee		-----	
- Bid sheet/quality control		<b>Order additional guides</b>	
- Items of value		Guide Order Form.....	Page 66
- Credit cards/surcharge			
- Shutting down			
- Must be present/Need not be present			