

Sponsorship Prospectus

Organizational Overview

- **TX All Female Ride Inc. (TXAFR)**
 - **2018:** TXAFR was founded and began organizing a weekend ride raising funds for community organizations
 - **2019:** First TX All Female Ride @ Texas Harley-Davidson and donated approximately \$500 to the Lupus Foundation of America - Lone Star Chapter
 - **2020:** TX AFR partnered with Ride 4 Hope Foundation - STL & the Mid-South All Female Cancer Ride in St. Louis, MO and raised approximately \$500 we donated to the Sickle Cell Association of Texas Marc Thomas Foundation.
 - **2021:** Donated \$500 and more than 60 hygiene kits to the FVPS Women's and Children's Shelter in San Antonio, TX.
 - **2022:** Created the Sisters Beyond Rags Foundation to address health & economic hardships for women in motorcycling.
 - **2023:** Partnered with Barnett Harley-Davidson to host the first Steel Horse Awards Ceremony celebrating women in motorcycling. Became a Mississippi Gulf Coast Chamber member.
 - **2024:** Hosted the second Steel Horse Awards and donated \$500 to K9 Too Motorcycle Club, while developing concrete programs for the TX AFR. A Greater Arlington Chamber of Commerce member. The Executive Director attended community leadership training, attended Chamber of Commerce events, and joined community councils so the TX AFR would gain the credibility to support women in motorcycling on a larger scale.

- **Mission statement**
 - The prominent resource for leadership and personal development for women in motorcycling.

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- **Goals**

- Providing women riders with the leadership development necessary to confidently lead and inspire.
- Fostering a community where women riders and non-riders are celebrated, respected, and represented.
- Facilitating networking opportunities, marketing exposure, and skill-building programs with industry experts.
- Promoting gender diversity and inclusivity within the motorcycle industry.
- Inspiring the next generation of women leaders in motorcycling.

Event Overview

- **Event schedule**

- **Name of the event:** TX All Female Rally 2024
- **Dates:** October 2-5, 2024
- **Day 1 Venue PM (Board Dinner):** TBD
- **Day 2 Venue AM (LeadHership Summit):** TBD
- **Day 2 Venue PM (AccelerateHer Industry Mixer 1):** TBD
- **Day 3 Venue AM (LeadHership Summit):** TBD
- **Day 3 Venue PM (AccelerateHer Industry Mixer 2):** TBD
- **Day 4 Venue AM (FairyTale Poker Run):** TBD
- **Day 4 Venue PM (Day Party):** Texas Harley-Davidson, 1 Texas Harley Way, Bedford, TX 76021

- **Expected attendance and demographics of attendees**

- **Day 1:** 50
- **Day 2:** 100 (sponsors, industry professionals, women leaders in motorcycling)
 - **LeadHership Summit & Thursday Night Industry Mixer Registration**
- **Day 3:** 200 (LeadHership Summit attendees and ride attendees)
 - **Rally Registration Fee (Friday Night Industry Mixer, Poker Run, T-Shirt, Goody Bag)**
 - **Poker Run**
 - **Industry Mixer**
 - **T-shirt**
- **Day 4:** 500+ (previous folks and day party attendees)

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- **Previous successful events or partnerships**
 - **Steel Horse Awards 2024** - Biloxi, MS (Law Tigers Mississippi, Mississippi Gulf Coast Harley-Davidson, Gulf Coast Chamber of Commerce)
 - **Greater Arlington Chamber of Commerce member (2023)**
 - **Gulf Coast Chamber of Commerce Member (2023)**
 - **Steel Horse Awards 2023** - El Paso, TX (Barnett Harley Davidson, Shriners Temple, El Paso Motorcycle Coalition)
 - **TX All Female Ride 2021** - San Antonio, TX (Caliente Harley Davidson)
 - **All Female Unity Ride 2020** - St. Louis, MO (MidSouth All Female Cancer Ride & Ride 4 Hope All Female Ride)
 - **TX All Female Ride 2019** - Bedford, TX (Texas Harley Davidson)

Marketing and Promotion

- Will hire a marketing company to assist with promotions for the program.
- Gulf Coast Chamber of Commerce Member
- Greater Arlington Chamber of Commerce Member
- Texas Harley-Davidson
- Hampton Inn (Hurst)
- Holiday Inn Express (Hurst)

A L L F E M A L E R I D E I N C .

Social Media & Website

- **Facebook Group:** TX All Female Ride Inc., <https://www.facebook.com/groups/txafr/>, 636 members
- **Facebook Page:** The Sisters Beyond Rags Foundation, <https://www.facebook.com/sbrftxafr/>, 2.9K Likes, 3.7K Followers
- **Instagram:** @tx_afr, https://www.instagram.com/tx_afr/#, 754 posts, 717 followers, 1,001 following
- **LinkedIn:** <https://www.linkedin.com/company/tx-all-female-ride-inc/>
- **TikTok:** @tx_afr, https://www.tiktok.com/@tx_afr, 414 Following, 368 Followers, 732 Likes
- **Website:** <https://www.txafr.org>

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Impact and Benefits:

- Companies whose social responsibility supports women, motorcycling, and women leadership.
- The company's impact will impact women in motorcycling by leadership development.



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Sponsorship Packages

- **Bronze Level (\$250)**
 - Company logo displayed on event website and social media channels
 - Vendor space to showcase products or services at LeadHership Summit
- **Silver Level (\$500)**
 - Company logo displayed on event website and social media channels
 - Vendor space to showcase products or services at Industry Mixers
- **Gold Level (\$1,000)**
 - Company logo displayed on event website, social media channels, & event signage
 - Vendor space to showcase products or services at the Industry Mixers or Day Party
 - Public address announcements mentioning sponsorship
 - Quarter-page advertisement in the event program booklet
 - Four (4) Passes to Industry Mixers Passes (both days)
- **Platinum Level (\$2,500)**
 - Company logo 2nd level display on event materials (t-shirts, lanyards, bags, step & repeat, etc.), event website, social media channels, & event signage
 - Exhibitor Presentation at the LeadHership Summit or Keynote Speaker
 - Vendor space to showcase products or services at the LeadHership Summit, Industry Mixers, and Day Party
 - Public address announcements mentioning sponsorship
 - Half-page advertisement in the event program booklet
 - Eight (8) Industry Mixer Passes (both days)
- **Diamond Level (\$5,000)**
 - Company logo 1st level display on event materials (t-shirts, lanyards, bags, step & repeat, etc.), event website, social media channels, & event signage
 - Prominent logo placement Media mentions leading up to and during the event
 - Exclusive naming rights in event announcements and press releases
 - Exhibitor Presentation and Keynote Speaker at the LeadHership Summit
 - Vendor space to showcase products or services at the LeadHership Summit, Industry Mixers, and Day Party
 - Exhibitor Presentation during the Day Party
 - Public address announcements mentioning sponsorship
 - Full-page advertisement in the event program booklet
 - Fifteen (15) Industry Mixer Passes (both days)

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Sponsorship Level Payment Options

- **Payment Schedule**
 - **Bronze** - \$250
 - **Option 1:** Full payment upfront (\$250)
 - **Silver** - \$500
 - **Option 1:** Full payment upfront (\$500)
 - **Option 2:** Split into 2 payments (\$250 due at signing, \$250 due 2 months before event)
 - **Gold** - \$1,500
 - **Option 1:** 10% discount for full payment upfront (\$1350)
 - **Option 2:** 5% discount for 50% upfront (\$750 due at signing, \$750 due 2 months before event)
 - **Option 3:** Split into 4 equal payments (\$375 due at signing, then every month)
 - **Platinum** - \$2,500
 - **Option 1:** 15% discount for full payment upfront (\$2,125)
 - **Option 2:** 10% discount for 75% upfront (\$1,875 due at signing, \$625 due 2 months before event)
 - **Option 3:** Split into 3 equal payments (\$833 due at signing, then every other month)
 - **Diamond** - \$5,000
 - **Option 1:** 20% discount for full payment upfront (\$4,000)
 - **Option 2:** 15% discount for 90% upfront (\$4,500 due at signing, \$500 due 2 months before event)
 - **Option 3:** Split into 2 equal payments (\$2,500 due at signing, \$2,500 due 2 months before event)

Contact Information:

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<https://calendly.com/txallfemaleride>

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