



4th Annual

2018 LEGACY SCHOLARSHIP RUN

Presented by the Michigan American Legion Riders



Sponsorship & Promotional Opportunities

June 22—23, 2018

The Annual Legacy Run is the Premier American Legion Rider Fund Raising Event in Michigan

Demographics for the annual event includes:

- 70+ Motorcycles and 100+ participants per year
- Estimated 10,000 veterans and supporters participate in the event and activities
- Covers over 50 cities and towns
- Most participants are from Michigan. The event also attracts veterans and supporters from other U.S. States and Canada

The Legacy Run also includes these activities...

- Music & Entertainment at the overnight stops
- Fundraising activities at every post
- Food and camaraderie

American Legion Legacy Scholarship Fund

- Offsets cost of college for dependents of military killed on active duty since 911 and dependents of 50 % disabled military veterans
- 501 (c) (3) charity
- Managed and run by the American Legion



Why Sponsor?

- Put your company's name and logo in front of approximately 10,000 potential consumers
- Create awareness and educate potential consumers about your products or services
- Strengthen your perception as a community asset and supporter
- Receive co-branding publicity and advertising
- Increase sales, branding, distribution and networking opportunities

Advertising Methods

- Local Media
- Michigan American Legion Website
- Radio and Newspapers
- Banners and signs
- Certificates of appreciation
- Naming rights, presenting rights and promotion at the event

Pick the Sponsorship Program That Best Fits Your Needs!	Red Level Sponsor	White Level Sponsor	Blue Level Sponsor
	\$1500 or Greater	\$500 — \$1499	\$100—\$499
Logo appears on all advertising	★	★	★
Logo appears on all banners	★	★	★
Logo appears on official correspondence	★	★	
Logo appears on the event website	★	★	
Pre-event newspaper, website and website promotion	★	★	
Participation in opening and Friday night activities	★		
Free registration to ride in the event	2	1	0
Exclusive use of "presented by" event logos and promotional materials	★		

Michigan ALR Legacy Run Facts

- 100% volunteer workforce
- Zero overhead for expenses made possible by our sponsors
- Account is zeroed out each year
- 100% of money raised is donated

Legacy Scholarship Fund

2017 Annual Report Information

2017 Total Scholarships Awarded: 55

2017 Amount of Scholarship Funds Awarded: \$671,892

Total Scholarships Awarded Since Inception: 268

Total Funds Awarded Since Inception: **\$1,164,573**

Tailor a Package...

Whether you contribute \$1 or \$15,000, the Michigan American Legion Riders Legacy Run Event Committee can accommodate your requirements and set up a tailor made package to suit your budget. We will ensure your contribution clearly shows your support and contribution to this state wide supported event. Your business will be represented on various advertising materials, including print and online media.

Above all, you will receive the satisfaction that comes with knowing you helped these deserving individuals a chance to complete college despite the crippling or loss of one parent while on active duty. To enroll in sponsorship, or to discuss promotional opportunities, please feel free to contact one of the committee members listed below:

Sponsorship Chair	Jeff McAdams	734-552-7014	jeffrey7257@sbcglobal.net
Committee Chairman	Jerry Lundquist	248-310-1775	Lou_zerr@yahoo.com



Veterans Helping Veterans

