



# RESTAURANT APPLICATION



Z&M Harley-Davidson  
6130 State Route 30 • Greensburg, PA 15601 • 724-837-9404

Since 2013 Z&M Harley-Davidson has been committed to supporting Ride for Life, Harley-Davidson's largest fundraiser benefiting children and adults battling muscular dystrophy, ALS, and other neuromuscular diseases. During that time we have been able to deliver over \$238,000 to MDA Ride for Life. Reason-To-Ride is a large part of that effort.

### **What is Reason-To-Ride?**

A summer long program designed to get motorcycle enthusiasts out on their bikes riding and raising money, while visiting some of the regions best restaurants.

### **New to Reason-To-Ride in 2019!**

We've expanded from 25 to 30 weeks! The 4th Annual Reason-To-Ride will begin Saturday March 9, 2019 and end Saturday, October 5, 2019. This means more time to visit the restaurants and more time to ride. We want as many people as possible able to complete all 14 stops.

### **How it works:**

Riders donate \$10 to receive their ride badge. Riders receive a unique punch from each restaurant when they visit. Riders who visit 6 - 14 restaurants are able to win prizes totaling \$5,000 at a season ending private Reason-To-Ride party to be held Sunday, October 6, 2019. The grand prize for riders who complete all 14 stops is a \$3,000 Z&M gift card.

### **What you can expect:**

2016 - 886 riders were sent to 12 participating restaurants.

2017 - 1405 riders were sent to 14 participating restaurants.

2018 - 1457 riders were sent to 14 participating restaurants.

We encourage all riders to patronize your establishment but it is not a requirement to receive the punch. We hear many times throughout the summer, riders will make return visits. It's safe to say a minimum of 1000 riders will be heading to your establishment.

### **Fundraising:**

Reason-To-Ride restaurants become a partner in our fundraising effort. We encourage restaurants to come up with their own creative ways to fundraise for MDA. For example, some restaurants have held "Dine to Donate" nights where a portion of sales goes to MDA. Some restaurants have held their own MDA fundraising events. Some restaurants ask patrons to round the change from their bill to the next dollar amount. Are there opportunities for your establishment to fundraise for MDA?

### **What we ask from restaurants:**

To participate, we ask each restaurant to give a minimum donation of \$500 to MDA as well as a \$25 gift certificate. All restaurant gift certificates are combined in a silent auction basket to be used for fundraising at the October 6, 2019 ending party.

Each year we look at ways to increase donations to MDA. In the past we have asked for a minimum donation of \$250. Due to increased interest and limited availability we have raised the minimum donation to \$500. The intention is not to "charge" restaurants but, to encourage

significant fundraising. Reason-To-Ride restaurants should truly be “all in” with us and believe in the effort. All donations should be made in the name of “MDA”.

**What we do:**

Z&M Harley-Davidson is committed to making Reason-To-Ride a successful event for both the restaurants and Ride for Life. Some of the things we are doing to promote Reason-To-Ride and the participating restaurants are:

- Advertising in Thunder Roads PA Magazine.
- Reason-To-Ride.com - A dedicated website page.
- Official event shirts with each restaurant name and city printed on the back. (sold for \$20)
- Social media advertising. (Over 8000 Facebook followers)
- Email marketing. (Over 13,000 subscribers)
- Z&M sponsored Latrobe Harley Owners Group (H.O.G.) chapter 1200+ strong, an organization dedicated to supporting Z&M and local charities within the community.
- LED message board on Route 30 at Z&M.
- Printed materials and handouts.

**Next step:**

If you would like to partner with our MDA Ride for Life fundraising effort please complete the attached application and submit either by Email: **marketing@zmcycle.com**, FAX: **724-837-0398** or mail/ deliver to: **6130 State Route 30, Greensburg, PA 15601**. Please do not submit donation checks at this time.

Thank you for your interest in becoming a fundraising partner for the 4th Annual Reason-To-Ride. 14 restaurant destinations will be chosen to participate which unfortunately means we cannot guarantee all applications will be selected.

If you have any questions feel free to contact me at 724.837.9404 or by email [marketing@zmcycle.com](mailto:marketing@zmcycle.com).

Thank you,

Jason Rivardo  
Marketing Manager  
Z&M Harley-Davidson



## RESTAURANT APPLICATION

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Hours:

Mon: \_\_\_\_\_ - \_\_\_\_\_

Tue: \_\_\_\_\_ - \_\_\_\_\_

Wed: \_\_\_\_\_ - \_\_\_\_\_

Thu: \_\_\_\_\_ - \_\_\_\_\_

Fri: \_\_\_\_\_ - \_\_\_\_\_

Sat: \_\_\_\_\_ - \_\_\_\_\_

Sun: \_\_\_\_\_ - \_\_\_\_\_

Website Address: \_\_\_\_\_

For consideration, please return by email: [marketing@zmcycle.com](mailto:marketing@zmcycle.com), fax: 724-837-0398, or deliver/ mail to Z&M by December 1, 2018.