



# RESTAURANT APPLICATION



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

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

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

### **How it works:**

Riders donate \$10 to receive a ride badge. Riders visit 14 restaurants receiving a unique punch from each restaurant. Riders who participate are eligible to win prizes totaling \$5000 at a season ending party held at Z&M Harley-Davidson in October. Riders who receive all 14 punches are eligible to win the Grand Prize \$3000 Z&M gift card.

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

Over 1900 hungry motorcycle enthusiasts ride to your establishment beginning at the end of March, continuing throughout the summer. Since 2016, Over 8200 riders have participated in raising over \$167,000.

*\*While we strongly encourage all riders to patronize your establishment and most do, making a purchase is not a requirement to receive a punch.*

### **What we ask from you:**

To participate, we ask each restaurant to make a minimum \$500 contribution for the selected charity and provide a \$50 gift certificate to be used as a raffle prize at the Reason-To-Ride end of season event. The donation and gift card must be received by **January 15, 2023** to guarantee your spot.

### **Fundraising:**

We encourage you to come up with your own creative fundraising idea. In the past, some restaurants have held "Dine to Donate" nights where a percentage of sales goes to the charity. Others have raised funds by rounding change up to the next dollar. While \$500 is the minimum we ask you to commit to, there is no limit to what you are able to raise! We greatly appreciate those who go above and beyond in helping our fundraising efforts and they will be considered for participation in future events.

### **What we do:**

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

- Reason-To-Ride.com - A dedicated website page.
- Social media advertising. (Over 12,500 Facebook followers)
- Email marketing. (Over 18,000 subscribers)
- Z&M sponsored Latrobe Harley Owners Group (H.O.G.) chapter, an organization dedicated to supporting local charities within the community.
- LED message board on State Route 30 at Z&M in Greensburg.

- Printed posters, materials, and handouts.
- We host a Reason-To-Ride end of season event at Z&M for all participants and give away \$5000 in prizes! Restaurants are encouraged to attend with marketing materials.

**Next step:**

If you would like to be considered for Reason-To-Ride, 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**. Deadline to apply is **December 15, 2022** Note: Please do not submit donation checks until you've been officially notified of your selection.

Selections will be made by December 30, 2022. If your application is chosen you will be notified via email and by phone. If you accept and choose to participate, you will be sent an invoice and will be required to send the donation and gift card before **January 15, 2023**.

After payment is received, you will be required to approve artwork that will appear on the punch card.

Thank you for your interest in joining Reason-To-Ride. Only 14 restaurants can be selected which means not every restaurant applying can be accepted. If your establishment is not selected please consider re-applying next year.

Diana Wise  
Activities Officer  
Latrobe H.O.G.

724-787-2064  
activitiesofficer@zmcycle.com



## 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 15, 2022.