



**Ride to Seneca Falls**  
**A Journey through Women's History**  
July 19, 2008

# 2008 Sponsorship Opportunities

Friends of Women's Rights National Historical Park, Inc.  
&  
Women's Motorcyclist Foundation, Inc



# Ride to Seneca Falls

## A Journey through Women's History

### July 19, 2008

The Women's Rights National Historical Park, established in 1980, preserves and interprets the sites associated with the nation's first women's rights convention in 1848. This seminal event ignited a social movement that changed the course of history. The struggle for equality and suffrage, however, was not confined to Seneca Falls and Waterloo. Many other sites and people were associated with the decades-long struggle for women's suffrage.

The National Women's Rights History Project Act is a bill designed to provide Americans with the opportunity to learn more about the heroines and heroes who fought tirelessly to secure women's rights in the United States. The act would achieve three major goals:

1. Establish an auto route linking New York State sites significant to the struggle for women's suffrage and civil rights. Throughout Upstate New York are many historic locations significant to the women's suffrage movement and the Women's Rights National Historical Park in Seneca Falls. The "Votes for Women History Trail" would tie many of these locations together providing the opportunity for visitors to learn about the women who led the way and the historic sites where their courageous actions occurred.
2. Expand the National Register of Historic Places' online database dedicated to women's history, Places Where Women Made History. The legislation will support a collaborative effort incorporating the input of state historic preservation offices nationwide so a more comprehensive listing of women's history sites can be provided online.
3. Authorize the Department of Interior to establish a partnership-based network to offer financial and technical assistance for the development of educational programs focused on national women's rights history.

To bring attention and support to this important legislation, the Friends of the Women's Rights National Historical Park and the Women's Motorcyclist Foundation have joined forces to create the "Ride to Seneca Falls" motorcycle ride. Motorcycle riders of all types and ages are encouraged to participate by joining at one of four starting locations- Buffalo, Rochester, Fayetteville or Ithaca, NY. Each leg of the ride will travel past a number of locations significant to the role women played in American History and then will unite to converge in Seneca Falls home of the Women's Rights National Historical Park and the site of the 1848 Women's Rights Convention.

**Mission:** To increase awareness about the National Women's Rights History Project Act and to celebrate on July 19<sup>th</sup> the 160<sup>th</sup> anniversary of the 1<sup>st</sup> Women's Convention held in 1848 at Seneca Falls and the 10<sup>th</sup> anniversary of the Friends of Women's Rights National Historical Park and to raise funds to transport school children from the region to this important park.

**Goals:** To attract 1,000+ motorcyclists to participate in the "Ride to Seneca Falls" to gain national attention and support for the efforts to pass the National Women's Rights History Project Act and raise \$135,000 to support the vision and goals of the Friends of Women's Rights National Historical Park.

**Who we are:** The Friends of Women's Rights National Historical Park, Inc. is a Seneca Falls based not-for-profit 501(c) 3 organization committed to raising awareness and funds to insure the long-term preservation and enjoyment of Women's Rights National Historical Park. The Women's Motorcyclist Foundation, Inc is a not-for-profit 501(c) 3 based in New York State whose mission is to promote motorcycling to the public in general and to women in particular through visibility, respect for other highway users, and sound riding practices. The money raised through the fundraising efforts of the participants and supporters of the "Ride to Seneca Falls" will be used by the Friends of Women's Rights National Historical Park to transport students to this important national park.



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### The Market

- Motorcycle Enthusiasts
- Motorcycle Clubs and Associations
- Women's Organizations
- General public interested in women's history and learning about motorcycles
- General public possible through national exposure

### Facts:

- *Monday, January 03, 2005.* An article published in the Merced Sun-Star reports that in California, the number of women holding a Class M1 license (motorcycle license) increased 27% compared to four years ago. The article goes on to report how women have become the fastest growing demographic among motorcycle riders.
- In 2005, the MSF (Motorcycle Safety Foundation), reports there has been a steady increase in the number of female students: "*Probably 30 to 40 percent of our students are ladies (now)... Ten years ago, maybe it was 10 or 15 percent.*"
- According to Business Week, February 14, 2005, "Women earn less money than their counterparts -- 78 cents for every dollar a man gets. But they make more than 80% of buying decisions in all homes..." "Today's woman is the chief purchasing agent of the family and marketers have to recognize that," says Michael Silverstein, principal at Boston Consulting Group and author of *Trading Up: The New American Luxury*. "Women's decision-making authority has grown in part because more households are headed by women -- 27% at last count, a fourfold increase since 1950. Their buying power has grown, too. In the past three decades, men's median income has barely budged -- up just 0.6% -- while women's has soared 63%. Some 30% of working women out earn their husbands, notes Martha Barletta, author of *Marketing to Women: How to Understand, Reach and Increase Your Share of the World's Largest Market Segment*. And 75% of women with the title of vice-president or higher at Fortune 500 companies out earn their husbands, bringing home on average 68% of household income, according to Barletta."

### (According to the 2003 Motorcycle Industry Council Owner Survey):

- 23.5 million - Number of people in the United States who say they have operated a motorcycle
- Between 1998 and 2003, the number of female bikers has increased approximately 34 percent. This number shows that roughly 4.3 million women motorcyclists or approximately 18 percent of all riders are women. One out of every ten owners is a woman. The number is even higher among buyers of new motorcycles, ranging up to 23%.
- \$55,850 - The median income of motorcycle owners
- Percentage of Women Owners:
  - Harley-Davidson - 15%
  - Honda - 18%
  - Kawasaki - 23%
  - Suzuki - 23%
  - Yamaha - 21%
- 41 - The current average age of a rider.
- 31.2% of current bike owners are professionals. The occupations of owners have changed to reflect the gentrification of cycling. In 1985, 23.2 percent of owners were laborers or semiskilled. That was down to 6.9 percent in 2003. In 1985, 19 percent of bike owners were professionals. That number was up to 31.2 percent in 2003.



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### Sponsor Benefit Summary

The Ride to Seneca Falls motorcycle journey provides the opportunity to gain exposure to the participants and spectators of this historic event promoting and celebrating the Women's Rights National Historical Park and the locations where women made history. As a sponsor there are many levels and ways your company can support the Ride to Seneca Falls. All sponsor packages can be customized to fit your specific goals and objectives. These are the basic benefits a sponsor will typically receive at each level.

	<b>Gold</b>	<b>Purple</b>	<b>White</b>	<b>Sunflower</b>	<b>Lily</b>	<b>Pink</b>
	<b>\$15,000+</b>	<b>\$7,500+</b>	<b>\$5,000+</b>	<b>\$2,500+</b>	<b>\$1,000+</b>	<b>\$200+</b>
<b>Marketing</b>						
Prominent logo placement on all brochures & posters	X	X				
Logo placement on brochure holders (100 distributed to motorcycle dealers, sponsor locations, etc)	X					
Logo Identification on brochures & posters			X	X		
Included in all press releases	X	X				
Prominent logo placement on registration forms	X					
Logo identification on registration forms		X	X	X		
Prominent logo placement on pledge forms	X	X				
Logo identification on pledge forms			X	X		
Prominent logo placement on brochure & map	X	X				
Logo identification on brochure & map			X	X	X	
<b>Website</b>						
Logo placement on Friends of Women's Rights National Historical Park website	X					
Prominent logo placement on event website (with link to sponsor's website)	X	X				
Advertisement on event website	X	X				
Logo identification on event website			X	X	X	
<b>Event Site</b>						
Prominent logo placement on event signage	X	X				
Logo identification on event signage			X	X	X	
Inclusion of sponsor item in goody bags (1,000)	X	X	X	X	X	
Premium sponsor exhibit area at Seneca Falls event site	X	X	X			
Prominent logo placement on event t-shirts (given to advanced registrants & sold on site)	X	X				
Logo on event t-shirts (given to advanced registrants & sold on site)			X	X		
Logo on Volunteer t-shirts	X	X	X			

Sponsorship Contact Information

**Tracy LeBlanc** (905) 651-1199 [tracy.leblanc@sympatico.ca](mailto:tracy.leblanc@sympatico.ca) or **Sue Slate** (585) 415-8230 [wmfginsue@aol.com](mailto:wmfginsue@aol.com)



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<b>Presenting Sponsor</b>	<b>Gold Level</b>	<b>\$15,000+</b>
<ul style="list-style-type: none"><li>• Presenting sponsor of the Ride to Seneca Falls</li><li>• Industry exclusivity</li><li>• Prominent logo placement on all brochures &amp; posters (subject to print deadlines)</li><li>• Logo Placement on brochure holders (100 distributed to motorcycle dealers, tourism centers, sponsor locations, etc)</li><li>• Included in all Press Releases</li><li>• Prominent logo placement on registration forms (subject to print deadlines)</li><li>• Prominent logo placement on pledge sheets (subject to print deadlines)</li><li>• Prominent logo placement on brochure &amp; map (subject to print deadlines)</li><li>• Logo placement on Friends of Women's Rights National Historical Park website</li><li>• Prominent logo placement on event website (with link to sponsor's website)</li><li>• Advertisement on event website</li><li>• Prominent logo placement on event signage</li><li>• Placement of sponsor signage at start sites &amp; Seneca Falls event site (sponsor to provide)</li><li>• Opportunity to address participants at the Seneca Falls event site</li><li>• Inclusion of sponsor item in goody bag (sponsor to provide 1,000)</li><li>• Premium sponsor exhibit area at Seneca Falls event site</li><li>• Prominent logo placement on event t-shirts (given to advanced registrants &amp; sold on site)</li><li>• Logo on volunteer t-shirts</li></ul>		

<b>Concert Presenting Sponsor</b>	<b>Gold Level</b>	<b>\$15,000+</b>
<ul style="list-style-type: none"><li>• Presenting sponsor concert held in Seneca Falls at the conclusion of the Ride to Seneca Falls</li><li>• Industry exclusivity</li><li>• Prominent logo placement on all brochures &amp; posters (subject to print deadlines)</li><li>• Logo Placement on brochure holders (100 distributed to motorcycle dealers, tourism centers, sponsor locations, etc)</li><li>• Included in all Press Releases</li><li>• Prominent logo placement on registration forms (subject to print deadlines)</li><li>• Prominent logo placement on pledge sheets (subject to print deadlines)</li><li>• Prominent logo placement on brochure &amp; map (subject to print deadlines)</li><li>• Logo placement on Friends of Women's Rights National Historical Park website</li><li>• Prominent logo placement on event website (with link to sponsor's website)</li><li>• Advertisement on event website</li><li>• Prominent logo placement on event signage</li><li>• Placement of sponsor signage at Seneca Falls concert event site (sponsor to provide)</li><li>• Opportunity to address participants at the Seneca Falls event site</li><li>• Inclusion of sponsor item in goody bag (sponsor to provide 1,000)</li><li>• Premium sponsor exhibit area at Seneca Falls event site</li><li>• Prominent logo placement on event t-shirts (given to advanced registrants &amp; sold on site)</li><li>• Logo on volunteer t-shirts</li></ul>		



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**Seneca Falls Event Site Sponsor** **Purple Level** **\$ 7,500+**

- Presenting sponsor of the Seneca Falls event at the conclusion of the Ride to Seneca Falls
- Industry exclusivity
- Prominent logo placement on all brochures & posters (subject to print deadlines)
- Included in all Press Releases
- Logo identification on registration forms (subject to print deadlines)
- Prominent logo placement on pledge sheets (subject to print deadlines)
- Prominent logo placement on brochure & map (subject to print deadlines)
- Prominent logo placement on event website (with link to sponsor's website)
- Advertisement on event website
- Prominent logo placement on event signage
- Placement of sponsor signage at Seneca Falls event site (sponsor to provide)
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Prominent logo placement on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts

**Brochure & Map Sponsor** **Purple Level** **\$ 7,500+**

- Sponsor of the Brochure & Map distributed to participants of the Ride to Seneca Falls
- Industry exclusivity
- Prominent logo placement on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Prominent logo placement on pledge sheets (subject to print deadlines)
- Prominent logo placement on front cover of Historic Site brochure & map
- Prominent logo placement on event website (with link to sponsor's website)
- Advertisement on event website
- Prominent logo placement on event signage
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Prominent logo placement on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts

**Pledge Incentive Raffle Grand Prize Sponsor** **Purple Level** **\$ 7,500+**

- Sponsor of the Grand Prize for the pledge incentive raffle held at the conclusion of the Ride to Seneca Falls (participants will receive one ticket for each \$50 in pledges)
- Prominent logo placement on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Prominent logo placement on pledge sheets (subject to print deadlines)
- Prominent logo placement on event website (with link to sponsor's website)
- Advertisement on event website
- Prominent logo placement on raffle promotional materials & signage
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Prominent logo placement on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts



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**Barbecue Sponsor** **White Level** **\$ 7,500+**

- Presenting sponsor of the Barbecue at the at the conclusion of the Ride to Seneca Falls
- Industry exclusivity
- Prominent logo placement on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Prominent logo placement on pledge sheets (subject to print deadlines)
- Prominent logo placement on front cover of brochure & map
- Prominent logo placement on event website (with link to sponsor's website)
- Advertisement on event website
- Prominent logo placement on event signage
- Included in all Press Releases
- Placement of sponsor signage in Barbecue area at Seneca Falls (sponsor to provide)
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Logo identification on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts

**Goody Bag Sponsor** **White Level** **\$ 5,000+**

- Presenting sponsor of the goody bags distributed at the conclusion of the Ride to Seneca Falls
- Logo identification on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Logo identification on pledge sheets (subject to print deadlines)
- Logo identification on brochure & map (subject to print deadlines)
- Logo identification on event website
- Logo identification on event signage
- Logo identification on the goody bags distribute to all participants
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Logo identification on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts

**Commemorative Magnet Sponsor** **White Level** **\$ 5,000+**

- Presenting sponsor of the magnet buttons distributed to each participant.
- Logo identification on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Logo identification on pledge sheets (subject to print deadlines)
- Logo identification on brochure & map (subject to print deadlines)
- Logo identification on event website
- Logo identification on event signage
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Logo identification on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts



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**Pledge Incentive Raffle Sponsor (5 available)                      White Level                      \$ 5,000+**

- Sponsor of major prize for the pledge incentive raffle held at the conclusion of the Ride to Seneca Falls participants will receive one ticket for each \$50 in pledges)
- Logo identification on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Logo identification on pledge sheets (subject to print deadlines)
- Logo identification on event website
- Logo identification on raffle promotional materials & signage
- Logo identification on the raffle tickets distributed as incentives for increased pledges
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Premium sponsor exhibit area at Seneca Falls event site
- Logo identification on event t-shirts (given to advanced registrants & sold on site)
- Logo on volunteer t-shirts

**Starting Site Sponsor (4 available)                                      Sunflower Level                                      \$ 2,500+**

- Sponsor of one of 4 start sites for the Ride For Rights (Buffalo, Rochester, Fayetteville, Ithaca)
- Logo identification on all brochures & posters (subject to print deadlines)
- Logo identification on registration forms (subject to print deadlines)
- Logo identification on pledge sheets (subject to print deadlines)
- Logo identification on brochure & map (subject to print deadlines)
- Logo identification on event website
- Logo identification on event signage at start sites
- Placement of sponsor signage at sponsored start site (sponsor to provide)
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Logo identification on event t-shirts (given to advanced registrants & sold on site)

**Pledge Incentive Raffle Sponsor (10 available)                      Sunflower Level                                      \$ 2,500+**

- Sponsor of 3rd level prize for the pledge incentive raffle held at the conclusion of the Ride to Seneca Falls (participants will receive one ticket for each \$50 in pledges)
- Logo identification on all brochures & posters (subject to print deadlines)
- Logo identification on pledge sheets (subject to print deadlines)
- Logo identification on event website
- Logo identification on raffle promotional materials & signage
- Logo identification on the raffle tickets distributed as incentives for increased pledges
- Inclusion of sponsor item in goody bag (sponsor to provide 1,000)
- Logo identification on event t-shirts (given to advanced registrants & sold on site)



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<b>Follow Van &amp; Trailer Sponsor (4 available)</b>	<b>Lily Level</b>	<b>\$ 1,500+</b>
<ul style="list-style-type: none"><li>• Sponsor of one of 4 Follow Vans &amp; Trailers for the Ride to Seneca Falls</li><li>• Logo identification on brochure &amp; map (subject to print deadlines)</li><li>• Logo identification on event website</li><li>• Logo identification on follow vans &amp; trailers event signage (sponsor to provide)</li></ul>		
<b>Goody Bag Item Sponsor (4 available)</b>	<b>Lily Level</b>	<b>\$ 1,500+</b>
<ul style="list-style-type: none"><li>• Logo identification on event website</li><li>• Inclusion of sponsor item in goody bag (worth at least \$2 per item- sponsor to provide 1,000)</li></ul>		
<b>Pledge Incentive Raffle Sponsor (10 available)</b>	<b>Lily Level</b>	<b>\$ 1,500+</b>
<ul style="list-style-type: none"><li>• Logo identification on event website</li><li>• Inclusion of sponsor item in goody bag (sponsor to provide 1,000)</li></ul>		
<b>Prepaid Sponsor (Open to all)</b>	<b>Pink Level</b>	<b>\$ 200+</b>
<ul style="list-style-type: none"><li>• Will receive a Ride to Seneca Falls 2008 poster</li><li>• Will be included in our e-mail update list</li><li>• Will receive a thank you email</li></ul>		

**Sponsorship Contact Information**

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