

ABATE of Wisconsin, Inc.'s three primary missions are Legislation, Education, and Safety. This sponsorship program offers excellent advertising opportunities for your business with significant exposure to not only our members, but also the Wisconsin community, as your business is highlighted at our 2024 Summer Hummer State Rally. Your company will be highly visible at the event through signage at ABATE Acres as well as having exposure in our printed rally posters, event program, radio ads and social media outlets.



Mission Statement

ABATE of Wisconsin's goal is to give the motorcyclists of Wisconsin a strong, united voice with regard to their future, their way of life, their safety, and their legal rights as motorcyclists and citizens.



****Please detach below for receipt****

ABATE of WI 2024 Summer Hummer State Rally Sponsorship Receipt

Business Name:

Fee Paid: \$ _____ Date: _____

Recruiting Member Signature:

ABATE of Wisconsin thanks you for your sponsorship and support!

Visit our website at: www.abatewis.org

ABOUT THE RALLY



The Summer Hummer is a 3-day Motorcycle Rally held each June in Greenwood, WI. and is one of our major fundraising events of the year. Sponsorships are an integral part of the Summer Hummer as it allows us to defray some of our expenses and offers attendees entertainment such as live music, motorcycle specific activities, demonstrations, vendors, and a ride to the High Ground Veteran's Memorial in Neillsville. Sponsorship information in this packet allows for several levels of sponsorship options to consider. If you have not sponsored this long running event in the past, please look over the materials provided and be sure to contact us with any questions. The Summer Hummer State Rally is held on our own property in Greenwood, WI. and is used during the summer months by our members for our annual Family Campout, ABATE Regional Events, various other fundraisers, as well as our Board of Director's meetings.

ABATE of WI programs include:

Safe Rider, Inc. – A Motorcycle Training Program, instructing riders in the proper way to operate a motorcycle.

Share The Road – A Driver's Education Presentation for high schools, private driving schools, and community-based organizations that informs attendees how and why motorcycles behave the way they do in traffic, and to watch for us while on the road.

Partial List of ABATE of Wisconsin Accomplishments

1977—50,000 Motorcyclists rally successfully to force a vote overriding the Governor's Helmet Law Veto

1983—AB129 permits motorcycles to park in groups at an angle in parallel parking spaces

1990—ABATE of WI Safe Rider program established

1999—ABATE of WI named #1 Grass Roots Organization of the Year by the Wisconsin Legislature

2002—Motorcycle Veterans' Plates approved

2004—SB223 Legislative remedy to WI Supreme Court Helmet ruling

2006—Roadway Users Responsibility Act 466 passes allowing motorcyclists to proceed through a red light after 45 seconds and increase penalties for right-of-way violators

2007—Implemented Peer-to-Peer Awareness Campaign to reduce Impaired Riding

2011—Junior Patriot program implemented

2016—ABATE of WI appointed to chair the WI Motorcycle Safety Advisory Council (MOSAC)

2018, 2021—ABATE of WI invited to represent motorcyclists on the Governor's Steering Committee

2019—Motorcyclists were successful in drafting a new definition of a motorcycle (2019 WI ACT 50)



ABATE OF WISCONSIN

THE MOTORCYCLE ISSUE EXPERTS

www.abatewis.org

Summer Hummer Rally Sponsorship Program



Ask about our
"Full Throttle"
Co-Sponsor Option

SPONSORSHIP LEVELS



ABATE OF WISCONSIN

"The Motorcycle Issue Experts"

2024 SUMMER HUMMER Rally Sponsorship Program Application

450cc \$1000

Includes your business name, location, & *Mid-Tier* display ad printed on:

- 2024 Rally Event Posters/Flyers
- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets
- 4 Weekend Passes to the 2024 Summer Hummer Event

50cc \$100

Includes your printed business name displayed on:

- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets

1200cc \$2500

Includes your business name, location, & *Upper-Tier* extra-large display ad printed on:

- 2024 Rally Event Posters/Flyers
- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets
- 3 X 5 Banner at the Main Entry Gate of the rally
- 6 Weekend Passes to the 2024 Summer Hummer Event

125cc \$250

Includes your business name, location, & display ad printed on:

- 2024 Rally Event Posters/Flyers
- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets

BIG TWIN \$5000

Includes your business name, location, and *Grand-Tier* ad displayed on:

- 2024 Rally Event Posters/Flyers
- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets
- 4 X 8 Banner on the Main Stage of the rally
- 8 Weekend Passes to the 2024 Summer Hummer Event
- Complimentary 10 X 20 Vendor Booth space at rally

250cc \$500

Includes your business name, location, & *Lower-Tier* display ad printed on:

- 2024 Rally Event Posters/Flyers
- 2024 Rally Event Program
- May and June 2024 issue of the ABATE of WI newsletter
- 2024 Rally Sponsorship page on the ABATE of WI Website & Social Media outlets
- 2 Weekend Passes to the 2024 Summer Hummer Event

ABATE of WI is a not-for-profit organization and contributions are not tax deductible, however they may be eligible to deduct within your company's advertising budget.

For Questions, Please Contact
Elizabeth Roberge
news30letter@outlook.com 608-769-4089

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone # _____ Email Address: _____

Business Contact Name: _____

Big Twin \$5,000 1200cc \$2,500

450cc \$1,000 250cc \$500

125cc \$250 50cc \$100

ABATE Recruiting Member Region: _____

Recruiting Member Name: _____

Sponsorship fees must be received no later than
December 31, 2023

To be on printed Posters / Flyers

Please mail this form along with your check made payable to:

ABATE of Wisconsin

Laurie Thompson – 1423 S. 169th Street
New Berlin, WI. 53151

PROMOTIONAL TICKETS will be mailed to the business contact at the address listed above unless otherwise noted. Tickets will be mailed no later than June 1, 2024.

ADVERTISING AND SIGNAGE LOGOS
125cc, 250cc, 450cc, 1200cc, and Big Twin options
Email your business ad or company logo to:
news30letter@outlook.com