



RESTAURANT APPLICATION



Z&M HARLEY-DAVIDSON
6130 ROUTE 30 • GREENSBURG PA 15601 • 724-837-9404



RESTAURANT APPLICATION

Reason-To-Ride was created in 2016 with 3 main goals in mind. First, to raise money for a very important cause, Muscular Dystrophy Association's (MDA) Ride for Life. Second, to give motorcyclists a reason to get on their bikes and ride. Third, to partner with and support amazing Western Pennsylvania restaurants.

Some of the things we look for in a Reason-To-Ride destination are the location of the restaurant, parking to accommodate motorcycles, outstanding customer service for our riders, and most importantly a commitment to supporting MDA - Ride for Life. In 2016, the inaugural year, we sent over 886 badge holders to the 12 participating restaurants in just 14 weeks.

This year we've extended the event to 25 weeks as well as added 2 more restaurants for a total of 14. Our goal for badge sales this year are 1200. We're excited to report in only 6 weeks we've surpassed 1000 badges sold. We're guaranteeing you a minimum 1000 new patrons will be visiting your business during the Reason-To-Ride season!

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

- Magazine advertising including article coverage in "Thunder Roads PA".
- Direct Mail Post Cards to over 16,000 riders across Western PA, Ohio, W. Virginia, and Maryland.
- Reason-To-Ride webpage with restaurant information, hours, web links, a map with each restaurant location pinned, and a weekly blog featuring rider submitted photos and stories.
- Official Reason-To-Ride t-shirt sales with each participating restaurant and city printed on the back.
- Reason-To-Ride badge and shirt sales at all Z&M summer events.
- Social media promotion throughout the entire season.
- Latrobe H.O.G. chapter participation.
- Advertising on our LED message board along Route 30 reaching 20,000 people daily.

Thank you for your interest in becoming a destination for the 3rd Annual Reason-To-Ride 2018. 14 restaurant destinations will be chosen to participate which unfortunately means we cannot guarantee all applications will be selected. Depending on availability, we may contact you for the following year.

If you have any questions feel free to contact me at 724.837.9404 or by email 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: _____

Please return by mail, e-mail (marketing@zmcycle.com) or deliver to Z&M no later than November 1, 2017.