

# Sponsorship Package

B.U.D.'S Foundation -Bikers United to Defend driving/riding Safety



Mailing address:  
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Wilson NC 27592

# B.U.D.'S FOUNDATION Sponsorship Proposal

## I. Introduction

We are thrilled to present this opportunity for an esteemed partnership with **B.U.D.'S** Foundation — Bikers United to Defend Driving/Riding Safely. Our proposal outlines the potential benefits of sponsoring our educational awareness and safety organization, designed to create a mutually beneficial relationship that maximizes brand exposure and market engagement.

### 1.1 Background

**B.U.D.'S** Foundation or Bikers United to Defend driving/riding Safely is a non-profit tax-exempt organization described in section 501( c)3 of the IRS code (FEIN-ID: 90-0760013). As a not-for-profit, the **B.U.D.'S** Foundation is committed to urging safety and responsibility on the roads and communities. **B.U.D.'S** Foundation, founded in 2011 in memory of Marine PFC Marcellus Farmer IV, also known as Bud. Bud was tragically killed on Friday afternoon, September 2, 2011, when several vehicles struck his motorcycle. Bud loved motorcycle riding, but he also loved his community and knew what it meant to be of service to others, often giving of his time and his belongings and offering his home for those who needed a place of refuge. Knowing that many others in the community shared the same servitude manner, **B.U.D.'S** Foundation was formed on September 8, 2011. B.U.D.'S Foundation attracts a diverse audience and allows sponsors to gain exposure on international platforms. A partnership with us would align your brand with speed, precision, and excellence.

## II. Sponsorship Opportunities

### 2.1 Sponsorship Levels

We offer a variety of sponsorship levels customized to fit different brand needs and goals. These include:

- **Platinum Sponsors:** The highest level of offering brand prominence in monthly promotions through ALL social media platforms and at events.
- **Gold Sponsor:** Offers substantial exposure at competitive rates.
- **Silver Sponsor:** Cost-effective way to engage with the motorcycle community.
- **Bronze Sponsor:** Business recognition on Facebook social media.
- **Legacy of Giving Sponsor:** Recognition on Facebook page.

## 2.2 Benefits of Sponsorship

Our tailored packages provide multi-channel exposure, including:

Sponsorship Package	Sponsorship Amount	Benefits include...
Platinum Level- The Life Package	\$1500 & Up	Your brand will be prominently featured in 150 B.U.D.'S Foundation activity book distributed at events, donated to children's hospitals or children recovering from physical and mental illness, youth groups, showcased at motorcycle charity events, mentioned in media outlets, and displayed on our website.
Gold Level- The Survivor Package	\$1000-\$1499	Business recognition on promotional items. Business promoted on B.U.D.'S: Social media content. Your Business name will be added to the sponsor banner and displayed at participating events. Your company will be featured in 100 B.U.D.'S Children Activity Books.
Silver Level- The Safety Package	\$800-\$999	Social media exposure and business logo on sponsor banner. Your company will be featured in 50 B.U.D.'S Children Activity Books.
Bronze Level – The Awareness Package	\$600-\$799	Social media exposure on all platforms. Your company will be featured in 25 B.U.D.'S Children Activity Books.
Legacy of Giving- The Appreciation Package	\$250- \$599	Business Mention at all participating events

## III. Audience and Market Reach

### 3.1 Demographics

The motorcycle community is diverse and includes passionate riders, business owners, clients, families, and the community. Our organization base predominantly consists of people between 18 and 65 who are highly engaged with lifestyle and motorsport content. According to the American Motorcyclist Association, the average age of a motorcyclist in the United States is around 48 years old, indicating that most motorcyclists fall into the mid-life age range. And isn't it wonderful to enjoy the love of riding, mainly as you are living the best time of your life?

### 3.2 Global Exposure

Sponsoring the **B.U.D.'S Foundation** ensures exposure through national, state, and local events and social media presence. Our local and state following enhances brand awareness across surrounding counties and states, including North Carolina, South Carolina, Virginia, Maryland, and Georgia.

### IV. Proposed Terms and Investment

All partnerships are built on transparency and a commitment to excellence. Sponsorship is considered an investment, and levels are negotiable and tailored to align with mutual goals.

### V. Conclusion

We are enthusiastic about the possibility of collaborating to promote your brand in the high-octane world of the motorcycle community. This partnership promises to propel your brand's visibility and create memorable customer experiences.

#### Why Should You Support B.U.D.'S Foundation?

- Supporting **B.U.D.'S Foundation** and its events are a cost-effective way for companies, firms, and individuals to gain exposure for their products and services as they support those programs that educate safe driving and awareness for each other on the road.
- Supporting **B.U.D.'S Foundation** events and publications enhance a company's recognition within the educational arena for motorcycle and vehicle safety within the vast multicultural communities, strengthen their relations with existing clients, and help generate new business.
- Supporting **B.U.D.'S Foundation** allows businesses and individuals to provide support for the education of a college student who has lost a parent/guardian from a motorcycle-related fatality.

**As a continuing Sponsor,** you are a part of a nationwide initiative by:

1. Educating and empowering new and experienced drivers, bike riders, survivors, and the community.
2. Setting an example of integrity and leadership in advocating safe driving.
3. Bring awareness to relevant issues and affect an environment for change in motorcyclists' views.
4. Supporting **B.U.D.'S Foundation** is working to emphasize safety.
5. Encouraging community and foundation advocacy through your sponsorship.
6. Providing an intellectual platform to educate, nurture, and support other groups or individuals with sponsors who care.

# Sponsorship Form

**Print the name of the individual or corporation precisely as you wish for it to appear. Please complete the form below and return it by mail, email, fax, or contact us to discuss your contribution. You may also give directly by credit card, Cash App, Zelle, or PayPal or call 252-231-2631.**

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

Email (Required for Email Blasts) \_\_\_\_\_

Facebook / Website \_\_\_\_\_

My Sponsorship Package level is: (please put the amount)

- Platinum-The Life Package \$ \_\_\_\_\_
- Gold-The Survivor Package \$ \_\_\_\_\_
- Silver-The Safety Package \$ \_\_\_\_\_
- Bronze-The Awareness Package \$ \_\_\_\_\_
- Legacy of Giving- The Appreciation Package \$ \_\_\_\_\_

**Please make checks payable to:**

**B.U.D.'S Foundation**  
**P.O. Box 611**  
**Willow Spring, NC 27592**

**Or Pay through:**  
**Cash App: \$2011BUDS**  
**Venmo: @BUDSFoundation**  
**PayPal: @budsfoundation using paypal.me**

**Thank You for Your Generous Support of B.U.D.'S Foundation! You will make a world of difference in the lives of others who desperately need your generous giving.**