



2021 Sponsorship Package

What is B.U.D.'S Foundation?

B.U.D.'S Foundation or *Bikers United to Defend Driving Safely* is a non-profit tax-exempt organization described in section 501(C)3 of the IRS code (**FEIN-ID: 90-0760013**). As a company, B.U.D.'S Foundation is committed to urging the message of safety and responsibility on the roads and in the communities, alike. **B.U.D.'S Foundation**, founded in 2011, in memory of Marine Private 1st Class Marcellus Farmer IV also known as Bud. BUD was a man who knew what it meant to be of service to others and often gave of his time, his belongings, and offered his home for those who needed a place of refuge. Knowing that others in the community serve in the same servitude manner, B.U.D.'S Foundation was formed on September 8, 2011.



ENCSD Project Renovation



Fallen Riders Charity Ride Fundraiser



B.U.D.'S Safety Check at Brewer Cycles, Inc.
Henderson NC

To assist motorcyclist victims and their families, whenever financially possible, through donations or gifts when they have expenses due to a fatality or injury from a motorcycle related accident through no fault of their own



To administrate seminars to educate the importance of the motorcyclists and vehicle safety. To Secure and distribute contributions from individuals, estates, government, corporations, foundations, and any other source for the educational benefit of the motorcyclists and drivers, more specifically.

Our Mission includes:

To bring awareness to motorcyclists' safety and educate auto drivers and motorcyclists to be more aware of each other.



Amputee Rider David Nipple

To assist with locating a supportive counseling for those who are dealing with grief that may not have supportive structure in place; and To issue a one-time donation to the college age child of a fatality victim, whenever possible, when the victim has died in an accident and left behind children who currently are in college.



B.U.D.'S Officers conducting Awareness and Safety Seminar

In summary, B.U.D.'S Foundation is an Education and Support organization: that educates the Public to be more aware of motorcyclists on the road and also educates motorcyclists to be safer riders. B.U.D.'S is also a support organization- for the motorcycle community and community at large-in a variety of ways but namely to provide emotional and monetary support to the families of injured and fallen riders. B.U.D.'S Foundation is passionately committed to assisting the riders and their families.

Since December 2011, annual projects have included **B.U.D.'S Foundation's** "Santa on the Bike Toy Run", is a holiday toy drive to provide Christmas gifts to children in order to assist those parents who were injured (thru no fault of their own), children of fallen fatality rider(s) and those critically ill riders who passed within that calendar year and those community low-income youth. **B.U.D.'S** has aided in providing afterschool mentoring to feeding low-income, disadvantaged children in many NC and surrounding communities. The foundation also strives to provide a positive environment for school age children. **B.U.D.'S Foundation** has also partnered with motorcyclists from all over to assist in various projects such as the Eastern North Carolina School for the Deaf "Adopt -A-Room" Renovation project, Wilson NC Lane Street Park Community Yearly Easter Extravaganzas, and community Back to School supply giveaways.

B.U.D.'S Foundation also educates riders to sign up for motorcycle safety courses with NC Bike Safe and utilizes NC Bike Safe in our quarterly Safety Awareness Kick Off Events. Our fundraising event is the annual B.U.D.'S Foundation Fallen Riders Fundraiser Weekend to be held in September this year. This event recognizes the benevolence of motorcyclists from state to state but mainly to provide financial assistance to those injured, accidents or illness who are on the road to recovery be it financial, physical, or mentally. We also assist in locating supportive structure or counseling for those in need of post traumatic or grief counseling whenever possible.

As a nonprofit, community and corporate support is crucial to the vitality and outreach of our organization. We are proud to name just a few of our past and present support from sponsors like Team Powersports Garner NC, Brewer Cycles- Henderson NC, Triumph Dealership- Greensboro NC, Cycle Max of Wilson NC, Word Tabernacle Church Rocky Mount NC , Rocky Mount Harley-Davidson, Gary Poole Law Office P.A., Shelton's Harley Davidson of Smithfield & Goldsboro, State Farm Agents Gary Davis and Shaun Amato, City of Wilson Police Department, the Wilson County Sheriff Department, Target Wilson, Carolina Premium Outlets Smithfield NC, Smithfield NC Police Department, Clayton NC Bike Safe Police, and local restaurants that include Apple Bees, Chili's, Chick-fil-A, and Ruby Tuesday just to name a few. All have been supportive of our initiatives in motorcycle safety, support of injured or fatality bikers since 2011.

This year, your SUPPORT IS NEEDED. The Foundation is asking for your support and sponsorship in the cause of Awareness and Safety while supporting the injured and families of fatality victims. One of the vital needs that we discussed would be parking spaces and area for a show such as truck show or stunt show. We are asking for your support at this time as we continue to speak on awareness and safety while supporting those in emotional and financial need whenever possible. The B.U.D.'S Foundation 11th Annual Fallen Riders Fundraiser Weekend in Honor of our Essential Workers and Armed Forces Active and Retired will be held this year September 10-12 in Smithfield NC. Our weekend itinerary includes our Friday Night Lights September 10 where we will welcome special guests, introduce ourselves and fellowship with the local riders, families of injured and fallen riders and the community.

We will also include assistance from the local Smithfield Police department and NC Bike Safe Clayton NC to ensure that we have a safe and blessed charity ride/weekend. The Johnson County motorcycle clubs and motorcycle ministries will host our Saturday September 12, 2021 Legacy of Giving Day Celebration to include a 250 Plus Biker Charity Ride. We will also be doing educational sessions featuring guest speakers from the military on Saturday.

Proceeds from The 2021 B.U.D.'S Annual Legacy of Giving: Fallen Riders Fundraiser Weekend will be equally divided between our Injured Riders Fund, Families of the Fallen Riders Scholarship Fund and the B.U.D.'S Foundation Scholarship Fund. These funding areas assists non-fault seriously injured riders, families of fallen riders post recovery and other expenses such as utilities, mortgage, rent, medical bills, funeral, or other expenses whenever financially possible. We are humbled to bring this event back to the Smithfield NC area and even more please to be supported by Shelton's Harley - Davidson and Carolina Premium Outlets, Texas Steakhouse, and Fairfield Inn & Suites. This September event will conclude on Sunday, September 12, 2021 with fellowship at one of the local churches in Smithfield NC.

We seek your support towards our annual fundraising event and our vision of motorcycle safety education, family support for injured or killed bikers, and community outreach initiatives. Thank you in advance for your donation and support! YOU DON'T WANT TO MISS BEING A PART OF B.U.D.'S FOUNDATION!

We look forward to a favorable response from you!

Tracey M. Burnett, Chairperson
Email: buds.foundation@yahoo.com
Phone: 919-341-9825

Why Should I Support B.U.D.'S Foundation?

- Supporting **B.U.D.'S Foundation** and its events is 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 publication enhances a company's recognition within the educational arena for motorcycle and vehicle safety within the vast multicultural communities, strengthens their relations with existing clients, and helps to generate new business.
- Supporting **B.U.D.'S Foundation** gives businesses and individuals the opportunity to provide support towards 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 community.
2. Setting an example of integrity and leadership in advocating safe driving.
3. Bringing awareness to relevant issues and effecting an environment for change in the way motorcyclists are viewed.
4. Supporting **B.U.D.'S Foundation** in 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.

Knowing This, Which Package Below Will You Choose



2021 Sponsorship Package levels:



The Life Package (\$3501 Up)

- Platinum-level Sponsorship listing in event area Newspaper Advertising.
- Sponsorship announcement on Radio & TV Ads/interviews.
- Promotional items placed in giveaway bags and handed out to guests at annual and local events. Business Logo or card included.
- Company banner listing business as sponsor for Safety Demo/Stunt Show
- Guest Speaker Spot at Annual FRFW
- Business listed on B.U.D.'S Foundation website as a sponsor
- Business recognition on B.U.D.'S Foundation Facebook, Twitter, Instagram pages
- Dedicated section about the sponsor's information on our "Sponsors" page.
- Email Blasts on Community Events and Sponsorship Updates
- Weekly publicity of your business on social media.

The Survivor (\$2501- \$3500)

- **Gold-level** Sponsorship listing in Newspaper Advertising.
- Sponsorship announcement on Radio & TV Ads/Interviews.
- Promotional items handed out to guests or in giveaway bags at events.
- Business Logo placed on all promotional materials in bags.
- Business listed on B.U.D.'S Foundation website as a sponsor
- Business recognition on B.U.D.'S Foundation Facebook, Twitter, Instagram pages
- Dedicated section about the sponsor's information on our "Sponsors" page.
- Vendor Table at Annual Event
- Banner Advertisement for Your Business
- Guest Speaker Spot at Annual FRFW



The Safety Package (\$1501-2500)

- **Silver-level** Sponsorship listing in Newspaper Advertising.
- Email Blasts on Community Events and Sponsorship Updates
- Business recognition on B.U.D.'S Foundation Facebook page
- Promotional items placed in giveaway bags & given to event guests
- Business listed on B.U.D.'S Foundation website as a participating sponsor
- Vendor Table at Annual Event
- Banner Advertisement for Your Business



The Awareness (up to \$1500)

- **Bronze-level** Sponsorship listing in Newspaper Advertising.
- Email Blasts on Community Events and Sponsorship Updates
- Promotional items placed in giveaway bags & given to event guests
- Business recognition on B.U.D.'S Foundation Facebook page

2021 Sponsorship Application

Print the name of the individual or corporation exactly as you wish for it to appear. Please complete the form below and return by mail or contact us to discuss your contribution. You may also give directly online by credit card or PayPal at www.budsfoundation.org or call toll free 1-800-439-5280 or 919-341-9825.

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 amount)

- The Life Package \$ _____
- The Survivor Package \$ _____
- The Safety Package \$ _____
- The Awareness Package \$ _____

Please make checks payable to:

B.U.D.'S Foundation
P.O. Box 1743
Wilson, NC 27894
OR Call 252-292-9312 for local pick up!

Thank You for Your Generous 2021 Support!