



BIKERS AGAINST HEROIN

Northeast Central Ohio

An Authorized Affiliate of BIKERS AGAINST HEROIN USA™
SPONSORSHIP PROGRAM



About This Program:

This program is subject to public disclosure and is predominately mandatory for all Affiliate Chapter with exception to the options described.

One of the three functional aspects of an Affiliate Chapter is to acquire charitable contributions. A donation received is generally money that has been given in a non-binding manner allowing the chapter to deposit that money into the general account without any budget allocations to specify where the money must be spent. It is also provided without any expectation of performance in return.

When money is solicited from those who wish to sponsor the chapter there is in fact an expectation of a reciprocal obligation. As an ethical and transparent organization it is our prerogative that we do business with our sponsors in an equal and non-favor manner. Our 'No Favor' philosophy is based upon the principle that we give every sponsor the same consideration for the same contribution, and our transparent scheme allows them all to know exactly what our policy is to such an extent that their sponsorship is conditional therefore refundable if we fail to meet our no favor commitment. In the event that we error and somehow provide a sponsor with a favorable deal, it is our obligation to contact all other sponsors within the specific level and extend the same offer to them.

We do not give special deals for sponsorships and we are vigilant not to become entwined in any competitive conflicts that may exist between sponsors. We expressly do not accept sponsorship donations from any party who demands exclusive or exclusionary conditions pertaining to other sponsors. The only exceptions to this portion of the policy will be expressly stated.

One of the most difficult types of sponsors are print publishers and at the same time they are likely the most important sponsors. Often one publication may not allow another publication to advertise in their publication. When they become our sponsors and we promise that we will list them in "all" of our promotions for the term of their sponsorship, we are making a promise that we cannot always deliver and the sponsor needs to know this truth. We cannot control the policies and practices of other publications and we will not decline interest in their charitable contributions because of an exclusionary policy they may practice. It is our obligation to our sponsors to advise them they may be excluded from a particular promotion but never due to our initiative and we must notify them accordingly when it occurs.

Terms and Renewals:

When a sponsor provides cash or gifts it is incumbent upon us to provide them with the terms of sponsorship. The sponsorship is not for a particular event, even if the poker run is a center-stage attraction. Their sponsorship is for the chapter, for the year. The day of contribution receipt is their sponsorship date. Some type of documentation must validate the transaction date, usually a copy of the receipt provided to the

sponsor is acceptable. It is upon that date that the sponsor is recognized at whatever level their contribution qualifies them to be. One year later their sponsorship expires on the same date. If the sponsor makes supplemental contributions later during the term it does not affect their sponsorship date, it merely affects their sponsorship level for the duration of their current term unless they make a contribution large enough to prorate a higher level of sponsorship renewal. If so, a simple calculation will determine how much of their existing sponsorship would be prorated and reapplied in combination with their new contribution.

An example would be; If a \$600.00 Silver Sponsor wanting to be acknowledged as a \$1,000.00 Gold Sponsor six months later. Assuming they had contributed the \$600.00 exactly six months ago (180 days) we would allow them to re-apply \$300.00 of their current sponsorship and add an additional \$400.00 to be recognized as a Gold Sponsor with a new starting date on their term. This is a 'No Favor' option because we provide to all sponsors.

Sponsorship Structure

The structural levels are uniform for all Affiliate Chapters by national mandate. The National Affiliate Board may modify the structure only upon transitional consideration of how to convert existing sponsors to a new program structure. The sponsorship program assures that the sponsor will be acknowledged in four different publications and on the Affiliate Chapter Facebook Page. Each Affiliate Chapter must arrange their own publication deals to meet with this program requirement before making agreements with sponsors to be included in the promotional ads, alternatively the chapter may pay for such an advertisement.

However, the chapter can make publication arrangements beyond this minimal scope, which may or may not include sponsors. If four publication ads have been secured and obligated to this program, other promotion ads can be used for any promotions but must not be used for favoring any particular sponsor. For example, if an add was going to be run the chapter could offer all sponsors the opportunity to be in it for a relatively equal contribution. All current bronze sponsors get a chance to run in the supplemental add for \$50.00 and silver for \$100.00, Gold for \$166.67, Platinum for \$416.67 and Diamond for \$833.33. Note that the increments are identically relative to the original structure, based upon the first \$50.00 increment, which shows no favor to any class of sponsor. We call this a "Sponsor Booster". A chapter is not required to do this but if any supplement is offered the chapter is obligated to comply with a 'no favor' offering comprehensively in writing. It is highly recommended that Sponsor Boosters be passively sponsored as to not annoy the current sponsor with the appearance or soliciting. (See National Form letters for "Sponsor Booster - passive solicitation".)

STRUCTURED RECIPROCAL GRATUITY

Regardless of what the current national levels may be regarding dollar values, this program is managed within these offerings under a 'no favor' transparency.

Bronze \$300.00

SPONSOR NAME DISPLAYED IN 4 PROMOTIONAL ADDS AND THE CURRENT CHAPTER BANNER

Silver \$600.00

SPONSOR TRADEMARK LOGO DISPLAYED IN 4 PROMOTIONAL ADDS AND THE CURRENT CHAPTER BANNER

Gold \$1,000.00

SPONSOR TRADEMARK LOGO DISPLAYED IN 4 PROMOTIONAL ADDS, PRINTED ON POKER RUN SHIRTS AND THE CURRENT CHAPTER BANNER. MENTIONED DURING FINAL EVENT ANNOUNCEMENTS.

Platinum \$2,500

SPONSOR TRADEMARK LOGO DISPLAYED IN 4 PROMOTIONAL ADS, PRINTED ON POKER RUN SHIRTS AND THE CURRENT CHAPTER BANNER AND MENTIONED DURING FINAL EVENT ANNOUNCEMENTS. DURING THE POKER RUN FINAL RALLY THE PLATINUM SPONSOR MAY DISPLAY THEIR OWN 16 SQUARE FOOT BANNER (4'x4', 2'x4' OR 4'x2') ON ANY WALL OR STAGE BACK LOCATION CHOICE BY SPONSOR SENIORITY.

Diamond \$5,000.00

SPONSOR TRADEMARK LOGO DISPLAYED IN 4 PROMOTIONAL ADS, PRINTED ON POKER RUN SHIRTS AND THE CURRENT CHAPTER BANNER. MENTIONED DURING FINAL EVENT ANNOUNCEMENTS. DURING THE POKER RUN FINAL RALLY THE PLATINUM SPONSOR MAY DISPLAY THEIR OWN 16 SQUARE FOOT BANNER (4'x4', 2'x4' OR 4'x2') ON ANY WALL OR STAGE BACK LOCATION CHOICE BY SPONSOR SENIORITY. A DIAMOND SPONSOR IS CONSIDERED A NATIONAL SPONSOR AND WILL RECEIVE ADDITIONAL RECOGNITION ACCORDING TO THE NATIONAL SPONSORSHIP PROGRAM.

Additionally: All sponsors are announced on Facebook when initiated. Gold, Platinum and Diamond will be posted individually every month. Banner and promotional space is allocated by a relative formula.

1. Banner: Our banner is 10' X 5' (2:1 ratio) it will be divided into five sections, one section per sponsorship level, in which each section total space is determined by the percentage of contribution the group represents.
2. Each section will then be divided into a number of sections, equal to the number of sponsors of a particular level providing each .

The same formula will apply for typeset specifications on the promotional adds associated with this program.

Public Perception and Controversial Discretion

Bikers Against Heroin USA nor any affiliate chapters are to advertise with any controversial publications or social media forums. Most importantly we do not advertise with politically oriented or sexually oriented publications. We do not advertise with any publication that advocates drug use, even if the avocation is only for legalization of marijuana. As an organization we have no position on such matters other than we abstain from engaging in discussions on the matter. Between the Biker Community and the Drug Victim community we must remain vigilant and focused only upon our cause. Advertising in controversial forums, even with no monetary fees may be more costly than helpful.

Who we allow to be or sponsors is equally important. We do not sponsor controversial organizations. We are extremely cautious of activist groups that could distract from our message. Keeping in mind that the very people we thrive to assist have likely committed felonies by possessing heroin or other opioids. Therefore Anti-Prison Industrial Complex organizations are not to be used as sponsors and as an organization we do not contribute to their cause. They may be attracted to us because we do not advocate punishment, we advocate clinical treatment. However, we cannot allow our message to inadvertently appear as pro-criminal... because

it is not. The same type of discretion must apply toward civil rights advocates who often oppose law enforcement. Again, we have no position on such matters and must abstain from controversial affiliations.

Motorcycle Clubs

A special class of sponsors indeed. They often reside at the very pulse of the biker community. Some clubs are MC and some are 1%r's, some are laid back and purely recreational and the general population often does not know the difference. Most all of them support a variety of charities and many of our supporters are affiliated with them. However, they will generally understand that our official affiliation with them, especially in public forum, can expose us to negative stigma that would distract our message and public confidence. We never want to be in a position where we would have to denounce a club or denounce the conduct of a club member. We are much better positioned to simply state that we are not officially affiliated with any motorcycle clubs. We do not oppose or prohibit their individual participation in our rides, nor do we decline their donations. However, we cannot provide any motorcycle club with trademark recognition in any of our organizational materials. We do not have to advertise or even discuss this program policy. But we do have to abide by it.

Event Sponsors

An event sponsor and a contributing sponsor are not the same thing. However, in most cases those who sponsor our events also are chapter sponsors - rightfully so. This area is where we must be most vigilant because it is very easy to inadvertently favor an event sponsor. It is highly recommended that the chapter structure an event in such a manner that Bikers Against Heroin are obligated to accept the proceeds towards a sponsorship. Upon conclusion of an event the chapter must provide the event sponsor with an itemized statement describing the proceeds and how they were applied.

Financial Institutions

Each Affiliate Chapter has the option whether or not to practice this particular provision which recommends that the chapter seek a single financial institution (Bank) for a Diamond Sponsorship. The chapter should also bank with that financial institution. A Diamond Sponsorship is currently \$5,000.00 yet if we believe in a 'no favor' philosophy we would provide all Diamond Sponsors with exclusivity to preclude any other sponsors of their industry type from being a displayed sponsor. The recommendation is that the Chapter's Financial Institution should offer an exclusive "Double Diamond" sponsorship simply providing their financial institution with exclusivity for a \$10,000.00. (See National Sponsorship Program.)