
DOMINION RIDERS FOUNDATION

2026 Sponsorship Opportunities

"Ride with Purpose. Unite a Community."

The Dominion Riders Foundation is a nonprofit organization dedicated to guiding the recovery of injured riders through organized rides, events, and outreach programs. We ride with a mission — and we invite purpose-driven partners to ride with us.

ABOUT THE DOMINION RIDERS FOUNDATION

Who We Are

The Dominion Riders Foundation is a community of dedicated riders united by a shared mission to serve, protect, and inspire. Born from Hampton Roads, Virginia, our members are riders, veterans, first responders, track racers, working professionals, and everyday community members — all connected by a passion for motorcycles and an unwavering commitment to giving back. We are more than a club. We are a movement.

What We Do

Throughout the year, the Dominion Riders Foundation organizes and hosts a diverse range of impactful events and programs:

- **Charity Rides** — Organized group rides that raise funds for local causes and generate community awareness.
- **Disabled Riders Events** — Events ensuring riders with disabilities have community backing by receiving financial and needed medical assistance.
- **Veteran Honor Rides** — Tribute rides honoring the service and sacrifice of military veterans across the region.
- **Youth Safety Clinics** — Free motorcycle and road safety education for teens and young adults.
- **Community Fundraisers** — Events supporting local families, shelters, and crisis organizations in need.
- **Memorial Events** — Commemorations honoring fallen riders and community members while raising money for their families.

Our Future Impact

We aim to provide...

Hundreds of community members to be served annually through rides, clinics, and outreach programs.

Thousands of dollars raised and distributed to local causes, veterans' organizations, and youth programs.

Establish partnerships with veteran support organizations, youth advocacy groups, and regional nonprofits.

A growing regional media presence spanning social media, local press, radio, and community events.

Why Partner With Us?

- **Community Credibility:** Align your brand with trusted, heart-driven community service in Hampton Roads.

- **Passionate Audience:** Access to a loyal and engaged motorcycle enthusiast community with deep regional ties.
 - **Authentic Storytelling:** Your support becomes part of a real, human story — one your customers can believe in.
 - **Regional Media Reach:** Benefit from our press coverage, social media presence, and event visibility.
 - **Veteran & Youth Focus:** Demonstrate your commitment to causes that resonate broadly across every demographic.
 - **Raising the Bar of Traditional Fundraising** by modernizing charity events and working with the community to reach a new level of charitable contributions for disabled, injured, and fallen riders.
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SPONSORSHIP INVESTMENT OVERVIEW

The Dominion Riders Foundation is proud to offer sponsorship partnerships at multiple levels, designed to accommodate businesses and organizations of every size — from local sole proprietors to regional corporations. Each tier is thoughtfully structured to maximize your visibility, community impact, and return on investment.

Whether you are a small neighborhood business or a regional brand looking for meaningful community integration, there is a partnership opportunity built for you. Benefits are fully customized at each tier to ensure your investment is represented with accuracy, pride, and professionalism.

Tax-Deductible Contributions: The Dominion Riders Foundation is a registered **501(c)(3) nonprofit organization**. All monetary and qualifying in-kind sponsorship contributions are tax-deductible to

the fullest extent permitted by law. A formal acknowledgment letter will be provided to all sponsors for IRS reporting purposes.

2026 SPONSORSHIP TIERS

Every sponsor helps power events — bringing communities together mile by mile.



TIER 1 — IRON SPONSOR

\$500

Entry-level community partnership

- Name listed on the Dominion Riders Foundation website sponsor page
- Social media recognition post — 1 dedicated post on Facebook & Instagram
- Logo in event program/flyer for one (1) sponsored event
- Certificate of appreciation
- 2 complimentary general admission event tickets



TIER 2 — STEEL SPONSOR

\$1,000

Local business visibility and community presence

All Iron Sponsor benefits, PLUS:

- Logo on event banners at one (1) event
 - Name mentioned in event announcements and emcee shout-outs
 - Logo on event T-shirts (if applicable)
 - Featured in one (1) email newsletter to supporter list
 - 4 complimentary general admission event tickets
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TIER 3 — CHROME SPONSOR

\$2,500

Mid-level brand partnership with expanded reach

All Steel Sponsor benefits, PLUS:

- Logo on all event banners across all Foundation events for the year
- Dedicated sponsor spotlight blog post or social media story feature
- Logo on Foundation website homepage (mid-tier placement)
- Featured in all email newsletters for the sponsorship year
- Included in press releases and media outreach

- 6 complimentary tickets including 2 VIP passes
 - Option to set up a vendor/booth table at one (1) event
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TIER 4 — PLATINUM SPONSOR

\$5,000

Premium partnership with strong brand integration

All Chrome Sponsor benefits, PLUS:

- Logo prominently featured on Foundation website — top-tier homepage placement
 - Logo on all promotional materials: flyers, banners, social media graphics, and event signage
 - Speaking opportunity at one (1) Foundation event (3–5 minutes)
 - Dedicated sponsor feature video/reel shared on social media
 - 8 complimentary tickets including 4 VIP passes with VIP reception access
 - Recognition in all press releases and media coverage
 - Co-branding opportunity on one (1) event or program element
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TIER 5 — LEGEND SPONSOR

\$10,000+

All Platinum Sponsor benefits, PLUS:

- Title presenting sponsor designation: "[Event Name], Presented by [Sponsor Name]"
- Exclusive logo placement — top position on ALL materials (digital and print)
- Custom co-branded merchandise (t-shirts, koozies, or similar items)
- Dedicated landing page or feature section on the Foundation website
- 12 complimentary tickets including 6 VIP passes + reserved VIP seating
- Private meet-and-greet with Foundation leadership and honored guests
- Acknowledgment in all pre-event and post-event media (radio, social, press)
- Custom year-end impact report documenting full sponsorship reach and outcomes
- Personalized partnership agreement with tailored benefits negotiated directly
- First right of renewal for the following sponsorship year (one spot available per sponsorship year)

SPONSORSHIP BENEFITS COMPARISON

The table below summarizes included benefits across all five sponsorship tiers for quick reference.

Benefit / Feature	Iron \$500	Steel \$1,000	Chrome \$2,500	Platinum \$5,000	Legend \$10,000+
Website Logo Listing	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓

Benefit / Feature	Iron \$500	Steel \$1,000	Chrome \$2,500	Platinum \$5,000	Legend \$10,000+
Event Program / Flyer Listing	✓	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓	✓
Event Banner Logo	—	✓ (1 event)	✓ (all events)	✓ (all events)	✓ (all events)
Logo on Event T-Shirts	—	✓	✓	✓	✓
Email Newsletter Inclusion	—	✓ (1 issue)	✓ (all issues)	✓ (all issues)	✓ (all issues)
Press Release Mention	—	✓	✓	✓	✓
Homepage Logo Placement	—	—	✓ (mid-tier)	✓ (top-tier)	✓ (exclusive)
Vendor / Booth Table at Event	—	—	✓ (1 event)	✓	✓
Speaking Opportunity at Event	—	—	—	✓	✓
VIP Access	—	—	✓ (2 passes)	✓ (4 passes)	✓ (6 passes)
Complimentary Tickets	2	4	6	8	12
Custom Co-Branding	—	—	—	✓ (1 element)	✓ (full)
Dedicated Feature Video / Reel	—	—	—	✓	✓
First Right of Renewal	—	—	—	✓	✓
Year-End Impact Report	—	—	—	—	✓

Benefit / Feature	Iron \$500	Steel \$1,000	Chrome \$2,500	Platinum \$5,000	Legend \$10,000+
Presenting Sponsor Designation	—	—	—	—	✓
Dedicated Website Feature / Landing Page	—	—	—	—	✓
Private Meet-and-Greet with Leadership	—	—	—	—	✓
Custom Co-Branded Merchandise	—	—	—	—	✓

RECOGNITION & VISIBILITY OPPORTUNITIES

Digital Promotion

- **Social Media (Facebook & Instagram):** Dedicated sponsor recognition posts, tagged content, and story features. Frequency of posts scales with sponsorship tier — Iron sponsors receive a dedicated recognition post; Legend sponsors receive ongoing social integration throughout the year.
- **Email Newsletters:** Sponsor logo and acknowledgment included in emails sent to the Foundation's growing supporter list. Steel sponsors are featured in one issue; Chrome and above are featured in every newsletter throughout the sponsorship year.
- **Foundation Website:** Logo placement on the dedicated Sponsors page for all tiers. Chrome-level sponsors and above receive homepage placement, with position prominence scaling to tier. Legend sponsors receive a fully dedicated landing page or feature section.

- **Event Livestreams & Video Content:** Sponsor mentions, and logo overlays incorporated into any event coverage, recap videos, or livestream content posted online across Foundation channels.

Print & Physical Visibility

- **Event Banners:** Prominent logo placement at all Foundation events. Logo size and banner position scale with sponsorship tier. Steel receives placement at one event; Chrome and above receive placement at all Foundation events for the year.
- **Promotional Flyers:** Logo and brand acknowledgment included in printed event materials distributed throughout the Hampton Roads community.
- **Event Programs:** Name and logo listed in event programs distributed to all attendees.
- **Event T-Shirts:** Logo inclusion for Steel tier and above, when applicable to event design.
- **Custom Co-Branded Merchandise:** Available at Platinum and Legend tiers — including t-shirts, koozies, patches, or similar branded items distributed to event attendees.

Event Visibility

- **Emcee Announcements:** Verbal recognition and sponsor name announced during events for Steel and above.
- **Vendor / Booth Table:** Option to set up a branded table at events for Chrome and above — direct community engagement with your products or services.
- **Speaking Opportunities:** 3–5 minute address to attendees at one or more Foundation events for Platinum and Legend sponsors.
- **VIP Reception Access:** Reserved access to exclusive pre-event VIP area with premium seating for Platinum and Legend sponsors.
- **Private Meet-and-Greet:** Exclusive private reception with Foundation leadership, community partners, and honored guests for Legend sponsors.

THE VIP EXPERIENCE

Platinum and Legend sponsors enjoy exclusive access to the Dominion Riders Foundation VIP Experience — a premium level of engagement designed to make you feel like the valued partner you truly are.

Platinum & Legend sponsors enjoy premier access at every Foundation event.

VIP Feature	Platinum	Legend
Exclusive pre-event reception / private area access	✓	✓
Reserved premium seating at all events	✓	✓
Access to honored guests, veterans & Foundation leadership	✓	✓
Complimentary food & beverages in VIP area	✓	✓
Photo opportunities & professional event photography	✓	✓
Sponsor recognition signage in VIP area	✓	✓
Private meet-and-greet with leadership & honored guests	—	✓
Reserved VIP parking	—	✓

CUSTOM & IN-KIND SPONSORSHIP OPTIONS

In-Kind Sponsorships

The Dominion Riders Foundation warmly welcomes in-kind contributions at any partnership level. Businesses may donate goods or services in lieu of a monetary contribution, and receive recognition commensurate with the fair market value of their donation, applied to the appropriate sponsorship tier.

Qualifying in-kind contributions may include:

- Food and beverages for Foundation events
- Printing and graphic design services
- Event venue or facility space
- Audio/visual equipment and technical support
- Photography and videography services
- Transportation or logistics support
- Branded merchandise and promotional items
- Raffle prizes or silent auction donations

All qualifying in-kind donations are acknowledged in a formal contribution letter for 501(c)(3) tax-deduction purposes. Fair market value assessment is conducted by the Foundation's financial committee in accordance with IRS guidelines.

Custom Partnership Packages

We understand that no two businesses are exactly alike. The Dominion Riders Foundation offers fully customized sponsorship agreements for partners with unique goals, timelines, or creative visions.

Custom options include:

- **Named Event Sponsorship** — e.g., *"The [Sponsor Name] Memorial Ride"* or *"[Sponsor Name] Veterans Honor Run"*
- **Annual Community Partner Designation** — Year-round recognition as an official Foundation community partner
- **Initiative-Specific Sponsorship** — Sponsor a single program: youth safety clinic, veteran honor ride, toy drive, or memorial event
- **Multi-Year Partnership Agreements** — Lock in partnership pricing and benefits across two or three years

- **Trade / Barter Agreements** — Flexible exchange arrangements for trade organizations and service providers

Contact the Dominion Riders Foundation directly to design a custom partnership package tailored specifically to your business goals, audience, and budget.

HOW TO BECOME A SPONSOR

Becoming a Dominion Riders Foundation sponsor is simple, transparent, and rewarding. Follow these five steps to secure your partnership and begin making an impact today.

Step	Action	Details
1	Choose Your Level	Review the sponsorship tiers in this packet and select the level that best aligns with your goals, audience, and budget. Not sure? Contact us — we are happy to guide you.
2	Contact Us	Reach out via phone, email, or the contact form on our website at www.dominionriders.org . Our team responds promptly and will confirm receipt of your interest within 48 hours.
3	Complete the Sponsorship Agreement	A straightforward agreement will be provided outlining your selected benefits, our mutual commitments, and any custom provisions. Agreements are typically completed within one week.
4	Submit Payment	Payment is accepted via check (payable to Dominion Riders Foundation), ACH/wire transfer, or online payment portal. Payment plans may be available for Platinum and Legend sponsors — ask us for details.
5	We Handle the Rest	Our team will collect your logo, preferred messaging, and contact information to ensure your brand is accurately and professionally represented across all agreed-upon materials and channels.

Tax Documentation: All sponsors will receive a formal confirmation letter acknowledging their tax-deductible contribution for 501(c)(3) IRS reporting purposes, issued within 30 days of payment receipt.

2026 SPONSORSHIP RESPONSE FORM

Complete the form, on the next page, and return it to the Dominion Riders Foundation to begin your partnership. You may also submit your information via our website or contact us directly.

DOMINION RIDERS FOUNDATION — 2026 SPONSOR COMMITMENT FORM

Business / Organization Name:

Contact Name & Title:

Mailing Address:

Phone:

Email:

Website:

Sponsorship Level Selected:

Iron Sponsor — \$500 Steel Sponsor — \$1,000 Chrome Sponsor — \$2,500

Platinum Sponsor — \$5,000 Legend Sponsor — \$10,000+ Custom Package

In-Kind Contribution (if applicable):

Specific Event or Program Interest (if any):

Preferred Payment Method:

Check (payable to: Dominion Riders Foundation) ACH / Wire Transfer Online Portal

Payment Plan (Platinum/Legend)

Authorized Signature:

Date:

Submit Completed Form To:

Jeff Day | Jeffday@dominionriders.org | 757-535-2623

Or complete online at: **www.dominionriders.org**

The Dominion Riders Foundation is a registered 501(c)(3) nonprofit organization. All qualifying contributions are tax-deductible to the fullest extent of the law. A formal acknowledgment letter will be issued upon receipt of payment.

A MESSAGE OF GRATITUDE

Your partnership helps us honor veterans, empower riders with disabilities, and strengthen communities.

Thank You for Riding With Us

Every mile we ride, every event we host, and every life we touch is made possible by the generosity of community partners like you. Sponsoring the Dominion Riders Foundation is not simply a marketing decision — it is a declaration that your organization stands for something greater than the bottom line. It is a commitment to the veterans who sacrificed for us, the youth who will lead us, and the community that surrounds us all.

When you partner with us, your name becomes part of our story — and our story is one of courage, unity, and purpose. The Dominion Riders Foundation family is built on loyalty, and we take care of our own. We will champion your brand with the same passion and dedication that we bring to every road we ride.

We look forward to welcoming you as a proud partner of the Dominion Riders Foundation. Let's make 2026 our most impactful year yet — together.

"Ride with Purpose. Unite a Community."

Dominion Riders Foundation

Hampton Roads, Virginia

www.dominionriders.org

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