



Flood Run®

since 1965

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To Our Valued Flood Run® Sponsors and Route-Area Businesses

The countdown is on! The 61st annual **Spring Flood Run®**, taking place **April 24–26, 2026**, & **Fall run Sept. 18-20, 2026** is gearing up to be one of our most exciting events yet—and we invite you to be a key part of it.

This year we're thrilled to join forces with **St. Paul Harley-Davidson, Back Home Harley-Davidson of Rochester**, and **St. Croix Harley-Davidson of New Richmond**. These dealerships will be helping us raise crucial funds for **Gillette Children's** by selling wristbands 2 months prior to the runs and rewarding the first 100 purchasers with a **free Flood Run®/Harley-Davidson® bandana**. Their partnership strengthens the Flood Run® mission, and we are grateful for their enthusiasm.

The Flood Run® has deep roots. What began in 1965 as a small group of riders answering the call to help a flooded Winona community has grown into one of the country's most iconic motorcycle traditions. Sixty-one years later, that same spirit of service, camaraderie, and adventure continues to define the event.

Your business plays an essential role in that experience. Sponsors like you create the welcoming stops that riders look forward to year after year—helping us support Gillette Children's while showcasing the extraordinary hospitality along our route. Last spring's turnout was remarkable, with an estimated 15,000 riders taking part. However, only 400 wristbands were sold, meaning we have a significant opportunity to amplify our impact in 2026.

By offering wristbands at your business, you help us turn thousands of riders into meaningful supporters of the kids and families at Gillette. Together, we can make this the most successful Flood Run® yet.

Flood Run® 2026 Sponsorship Opportunities

Each Spring and Fall run's offer over three unforgettable days of riding the breathtaking Driftless Area, one of the most scenic and top motorcycle routes in the USA, participants who purchase a \$10 wristband will collect sponsor stamps for a chance to earn a **gold star pin** and enter the **Sunday prize drawing at 6:00 p.m. at Harbor Bar**.

LEVEL 1 — \$100

- Sponsor name featured on route sheet and website
- Sponsor poster included
- Optional route sheets & wristbands for fundraising

LEVEL 2 — \$300

- Featured as a merchandise or entertainment stop on route sheet and website
- Authorized use of the "Flood Run®" trademark on merchandise (\$2 per item)
- Recognized as a **Gold Star Stop**
- Sponsor poster included
- Optional route sheets & wristbands for fundraising

2026 Flood Run Sponsorship Agreement

Thank you for considering a partnership that brings riders together, supports a great cause, and strengthens the tradition of the Flood Run®. We look forward to celebrating another unforgettable year with you.

By signing below, you agree you are voluntarily participating in a motorcycle event and understand all of the risks associated with such an event.

Name:

First: _____

Last: _____

Business Name _____

Phone: _____ Email: _____

Website: _____

Address -Line 1: _____

Address -Line 2: _____

City: _____ State: _____ Zip Code: _____

___ tier level 1 sponsorship - \$100 _ (Serving food? ___yes or ___no)

___ Tier level 2, sponsorship - \$300

(Providing entertainment? (___yes or ___no) details: _____ Time _____

Signed; _____ Date; _____