

## Ultra Classic® Sponsor – \$10,000

### ULTIMATE ADVERTISING PACKAGE

- Table for 10 at event
- Recognition on all printed materials (including invitation, signage, etc.)\*
- Entry to pre-event party for 10
- Acknowledgement in all news releases and public service announcements\*
- Presentation at the event
- Commemorative plaque
- Transportation to and from the event
- Three presentations during the local broadcast of the 2009 Jerry Lewis MDA Labor Day Telethon
- \$200 clothing gift certificate to 1 of 5 participating dealers
- \$8,000 tax deduction

\* Sponsor one event and receive double exposure at both the Grand Rapids event (May 15, 2009) and Detroit event (June 6, 2009)

## Road King® Sponsor – \$7,500

- Table for 10 at event
- Recognition on all printed materials (including invitation, signage, etc.)
- Entry to pre-event party for 10
- Acknowledgement in all news releases and public service announcements
- Presentation at the event
- Commemorative plaque
- Two presentations during the local broadcast of the 2009 Jerry Lewis MDA Labor Day Telethon
- \$5,500 tax deduction

## Softail® Sponsor – \$5,000

- Table for 10 at event
- Recognition on all printed materials (including invitation, signage, etc.)
- Entry to pre-event party for 10
- Acknowledgement in all news releases and public service announcements
- Presentation at the event
- Commemorative plaque
- One presentation during the local broadcast of the 2009 Jerry Lewis MDA Labor Day Telethon
- \$3,500 tax deduction

## Sportster® Sponsor – \$2,000

- Table for 8 at event
- Recognition on all printed materials (including invitation, signage, etc.)
- Commemorative plaque
- One presentation during the local broadcast of the 2009 Jerry Lewis MDA Labor Day Telethon
- \$1,150 tax deduction

## Sidecar Chrome Sponsor – \$1,500

- Four tickets for the event
- Recognition on event signage
- Commemorative plaque
- \$550 tax deduction

<https://secure.mdausa.org/blackandblueball/grandrapids/>

## Steering Committee Members

### HONORARY ROAD CAPTAINS

Eric & Lori Fox

### ROAD CHAIRMEN

Dr. Mark Campbell & Carl Miskotten  
Hot Rod Harley-Davidson

Rick Corley  
Sandy's Harley-Davidson

Mike & Robert Moakley  
Battle Creek Harley-Davidson

Richard Perry  
Perry Harley-Davidson

Dave Veracka  
Grand Rapids Harley-Davidson

### STEERING COMMITTEE

Todd Astrauskas  
Manufactured Technical Solutions

Jason Berris  
American Gas & Oil

Pam Bouma

Eva Aguirre Cooper  
WOTV 4

Dee Dee Decker  
Rockford Construction Co., Inc.

Anessa Fehsenfeld  
The Grand Rapids Press

Tony & Starr Fraser  
Grand Rapids H.O.G.

Tony Gates  
WLAV

Deborah F. Gelinas, M.D.  
MDA/ALS Center, Grand Rapids

Dennis & Wendy Madden  
U.S. Engineering Corp.

Mary Reagan Shapton  
Reagan Marketing + Design

Jackie Sirianni  
WGVU

Bob Spinetto  
MBtech-Autodie LLC

Craig Sturken  
Spartan Stores, Inc.

Rock A. Wood  
Dickinson Wright PLLC

## Thank You to Our 2009 Local Harley-Davidson Sponsors



MUSCULAR DYSTROPHY ASSOCIATION  
Waters Building • 161 Ottawa St. NW, #200F • Grand Rapids, MI 49503  
p: 616.459.4410 • f: 616.459.5912

# Ride for Freedom





Rev it up.

Rally together.

Ride for freedom.



Rev up and join us for the eighth annual Black-N-Blue Ball sponsored by your local Muscular Dystrophy Association and five West Michigan Harley-Davidson dealers. Families in West Michigan affected by muscular dystrophy need your help.

**Freedom to help the local cause.**

Neuromuscular diseases affect people of all ages in every community. Your local MDA is dedicated to helping conquer the more than 40 different types of neuromuscular diseases including ALS, also known as Lou Gehrig's disease. In Grand Rapids, the MDA/ALS Center at Mary Free Bed Rehabilitation Hospital is one of only 38 of its kind in the U.S. Your sponsorship funds the MDA/ALS Center, the MDA Clinic, plus local necessities like wheelchairs, leg braces and medical services. Your gift allows kids in West Michigan affected by muscular dystrophy to enjoy a special kind of freedom at MDA summer camp. And mostly, your gift helps fund critical research—because our ultimate goal is to identify the causes and find a cure.

**Freedom to have fun.**

The Black-N-Blue Ball gives you the freedom to break away from tradition for a night of fun. Wear blue denim and black leather. Get a (temporary) tattoo. Have a keepsake photo taken with your guest on a Harley. Eat. Drink. Feel good about giving and have a great time.

**Freedom has a price.**

In order to make medical services and equipment affordable and accessible, we need your help. Join us on May 15 and do what you can to support West Michigan families as they fight for freedom against muscular dystrophy.

Friday, May 15, 2009, 6:30 p.m.

The Pinnacle Center

3330 Highland Drive, Hudsonville, MI 49426

MDA

