

Harley Owners Group  
Kenosha Wisconsin Chapter #5559  
License # R0012676A-00237



February 13, 2016

Dear Business Owner,

Your business has been recommended by one of our members as a good fit for our Stamp Book, and we would like to invite you to participate this year by placing an ad. Your ad would not only be a valuable tool in bringing new customers to your establishment, but it also allows our chapter to promote rides and benefit local charitable organizations. The Kenosha Harley Owners Group has 200+ members from Northern Illinois and Wisconsin.

Riders are challenged to visit as many of the locations featured in our book as possible and get their ads stamped along the way. Road Captains also plan organized rides to various locations in the book, which could bring groups of all sizes to your business. We also feature your business on our Google Map to make it easier for members to plan rides to Stamp Book locations. At the end of the season riders can win prizes depending on the number of stamps they collect. Many riders told us they found new favorites and frequently returned throughout the season.

Ads are black and white, and can be either half page or a full page priced as follows:

Half page	2" x 4"	\$50.00
Full page	4" x 4"	\$100.00

Our 2015 Stamp Book brought nearly 1100 individual visits to the businesses who advertised in our publication, and it is easy to see this is a great value for increasing patronage to your establishment! Books go out to 200+ HOG Chapter members and to the public in early spring. They will be available for sale at Uke's Harley Davidson in Kenosha, at selected businesses and by members of the Kenosha HOG Chapter.

If you are interested in taking advantage of this opportunity, we would love to hear from you. We will be happy to help you put an ad together that promotes your location, hours of business, and any information you wish to include. We strongly encourage you to consider a ***biker special*** or ***discount*** in your ad. Advertisers who do benefited from a higher number of visits. Examples of four ads from previous years book are on the reverse side of this letter.

Please respond to Bob Clampit by email at [loneoak@wi.rr.com](mailto:loneoak@wi.rr.com) using the subject line of "Kenosha HOG Chapter Stamp Book Ad - < your business name >", to get your space reserved, and to discuss your ad. He will need a logo and some copy suggestions, a proof will be sent for your approval in a timely manner. **Ads are on a 1<sup>st</sup> come 1<sup>st</sup> serve basis. Cut off date is Mar. 15th. But don't wait until the last minute as the artwork takes some time to complete. Sooner is better.**

Once your ad has been completed, you will need to send a check made out to "Kenosha HOG Chapter" in care of our chapter treasurer: Brenda Thompson, 7416 36<sup>th</sup> Ave, Kenosha, WI 53142 .

We look forward to hearing from you soon!

Laura De Bruin / Stuart Goldstein  
Kenosha HOG Chapter  
Questions: Call Laura at 262-716-6152  
Questions: Call Stuart at 847-366-4981



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Owners: Gary and Ramza  
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