



Worcester H.O.G. Chapter #3811
New England Yankee Run Book
"The Orange Book"
Information & Application

Dear Proposed Participant,

The *Yankee Run* program has provided riders and businesses a way to connect for over 25 years through our annual *Yankee Run Book* which provides destinations all over New England. You are being contacted because we have visited your business, or a fellow rider has suggested it and thought your establishment would be a great addition to our book.

Some of our sponsors have been with us from the beginning and they include; restaurants, cafés, general stores, country stores, farm stands, ice cream shops, etc. The cost to you as a sponsor is just \$25 per year!

When a book holder comes in and makes a purchase, all you need to do is stamp or sign the book in your designated space. ***You have the right to refuse to sign if no purchase is made*** and there are no discounts involved with this book. We print 300 copies per year and the sales of *Yankee Run Books* has averaged 215 per year (potential customers for *you*). The program runs from April through October, the guideline is:

➡ ONE PERSON ➡ ONE BOOK ➡ ONE PURCHASE ➡ ONE STAMP

We, the *Worcester Harley Owners Group Yankee Run Committee*, would love to have you join us! An application is attached for you to submit with your \$25 application fee, which **we need to receive by February 24** (details below).

We understand that you may have questions and look forward to the opportunity to speak with you at your convenience. You may contact us by phone or email us as indicated below. Please put "*Yankee Run*" in the subject line when using email.

If we don't hear from you we may follow up with a phone call over the next few months. We are in the process of putting together our **Yankee Run Book** for next year and hope that you will be a part of it!

Very truly yours,

The Yankee Run Committee

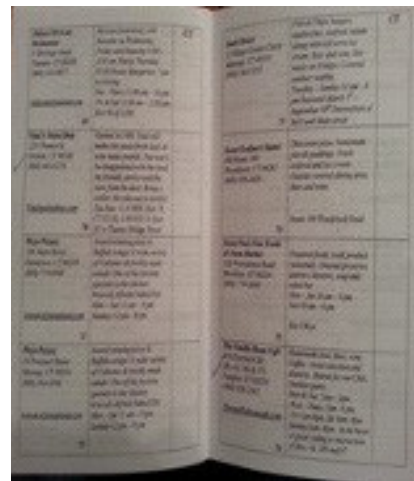
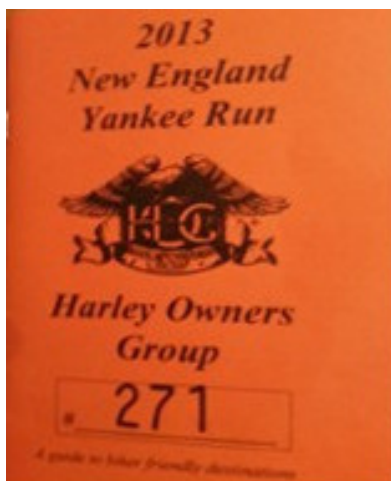
Email: yankeerun@worcestershog.com

Please make checks payable to:

"Worcester H.O.G Yankee Run"

Mail your application to:

**Sheldon's Harley-Davidson
c/o Worcester H.O.G. Yankee Run
914 Southbridge Street
Auburn, MA 01501**



Application on reverse side

New England Yankee Run Application

I would like to participate in the *Yankee Run Book* in (enter year): . My completion of this form is my authorization for the below information to be included in the book for (1) year.*

Please return this form and payment by February 24th.

Name/Address of Business/Description:

Mailing Address (if different from Business address):

Business phone: _____

Website: _____

Social Media: _____

Specialties / highlights of your business (information for your book entry):

Hours of Operation:

Directions (please include Route # if applicable):

Contact information (so we can stay in touch with you):

Name: _____

Phone: _____

Email: _____

* You understand that participating in the *New England Yankee Run Book* requires a yearly donation of \$25.00. If you have any questions, please contact the [Yankee Run Committee](#) listed on the front page of this document. *If no information has changed since last year you do not need to fill out this form.*