MOTOR
HARLEY-DAVIDSON
CYCLES
Rolling Daytona
DAYTONA BIKE WEEK
THE ORIGINAL
JESSE JAMES
FIRST TASTE OF FREEDOM
AMERICAS OUTLAW
BOURBON
WHISKEY
VFW
VETERANS OF FOREIGN WARS.
IHG

Rolling Daytona
DAYTONA BIKE WEEK

ROLLING DAYTONA IS A 360° co-branded campaign designed to create recruitment and fundraising opportunities for your post and Unmet Needs, and encourage ridership by giving your members the ultimate Harley-Davidson experience around DAYTONA BIKE WEEK!

Rolling Daytona

DAYTONA BIKE WEEK

By partnering with brands and organizations such as Harley-Davidson, Holiday Inn Hotels, Jesse James Bourbon and select retail partners, we can access a larger pool of potential veterans and donors to drive new membership and generate fundraising dollars. Veterans, members and donors will have chances to win premiums, including an opportunity to ride a lap around the world-famous Daytona International Speedway! One lucky customer could win a trip to Daytona Bike Week, and have a chance to win a brand new Harley-Davidson motorcycle!

Rolling Daytona
DAYTONA BIKE WEEK

Each dealership will receive 200 vouchers, which grant the holder a chance to participate in a ride around the world-famous Daytona International Speedway, attend a VFW-sponsored concert at Destination Daytona during Daytona Bike Week, and maybe **win a brand new motorcycle!** Additional premiums, such as a trip to the Sturgis Motorcycle Rally, will also be given away on-site in Daytona. Also, each participating Harley-Davidson dealership will be given premiums, including swag bags from the VFW, Jesse James Bourbon & the Full Throttle Saloon's Pappy Hoel Campground, a pair of wristbands to camp at the Full Throttle Saloon's Pappy Hoel Campground during the 2021 Sturgis Motorcycle Rally, as well as a Jesse James Bourbon-branded Dean guitar or a branded chainsaw. The campaign will run for six weeks, beginning January 11, 2021.

The VFW will be afforded opportunities during existing dealership events, such as open houses, new product releases, bike nights, etc, to have a presence at the dealership, accessing the Harley-Davidson customers for recruitment and fund-raising purposes.

IHG, owners of the Holiday Inn brand hotels, will be offering preferred pricing to voucher-holders making the trip to Daytona, whether they need a room along the way, or in Daytona during Bike Week.