



# HARLEY-DAVIDSON OF TAMPA | BRANDON | NEW PORT RICHEY PANAMA CITY BEACH | BEACH SHACK

## COMMUNITY PARTNERSHIP PACKET

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For more than 100 years, the family and employees of the Harley-Davidson Florida Group have had a sincere interest and involvement in the life and growth of their community. With its founding in 1885, our company began a long history of helping with the needs of the community- giving back to neighbors, Guests and Employees in the small town of Tampa.

By the turn of the twentieth century, the Harley-Davidson Florida Group, had a well established tradition of giving.

Now, in the 21st century, the Harley-Davidson of Tampa, Brandon, New Port Richey, Panama City Beach and Beach Shack Group's charitable and philanthropic impact on Florida and surrounding towns and communities continues to grow and become more rewarding - from both a personal and business perspective. We want to make a real difference in people's lives through contributions of our time, our huge Marketing Engine, and our money.

Throughout the year, hundreds of requests for financial and promotional assistance are received at the Harley-Davidson Florida Group dealerships. These requests come from both individuals & a wide variety of charitable, educational and non-profit organizations. Unfortunately, these also come from those who are less honest. **Because of the large number of donation requests- requiring careful review, planning & consideration- we have now established the Harley-Davidson Florida Group Community Partnership Packet to be completed per request. Both our social and charitable event calendars are planned a minimum of 9 months in advance, but are also reassessed on a quarterly basis.** This packet enables us to evaluate each request for its impact on the community, the level of need, and compatibility with our mission: *"Enrich and improve the lives of men, women and children through philanthropy and active, personal involvement in the community"*. This also allows us to provide the best service to those who need our contribution.

Please review our guidelines to make certain your request qualifies for consideration. Please note: for Proposals seeking support of **\$2,000 or more, these are due by November 1 of each year, to be considered for the following calendar year.** Requests for **\$5,000 or more must be accompanied by the latest copy of the IRS 990 return and current itemized annual budget (or potential spends).** These financial requests will also require meetings with the Marketing Director, General Manager and Vice President.

If approved, the funds will be allocated in our Marketing Budget for the following year.

### WHERE DO OUR GIFTS GO?

Our giving history extends back almost a century with some of the Tampa Bay area's oldest non-profit, charitable and educational institutions. For example, before the formation of the United Way, our company helped organize and support its forerunner, the Community Chest. Financial support of partner agencies in Hillsborough, Pinellas, Pasco and Bay Counties is provided through annual corporate & employee giving campaigns, plus personal employee involvement. Pledges through payroll deduction are strongly encouraged. Because of this level of involvement, individual requests from United Way agencies for additional support are not encouraged. We also support the other exciting things that bring our Harley-Davidson families together to do what we love: Motorcycle Rallies, Bikefests and Powersports Events! These too, require the same level of consideration.

All grants are awarded on an annual basis. Any requests for renewal of funding must be made each year.

Generally, funds are considered to the following:

- ❖ Motorcycle Organizations raising money for local charity.
- ❖ Poker Runs, Raffles, Auctions raising money for local charity or group, including but not limited to Active & Retired Military and First Responders.
- ❖ Local Groups that support Children in school, clubs, sports, shelters, clothing & supply drives.
- ❖ Food Drives to support community during Holidays.
- ❖ Motorcycle Rallies and Bikefests

We are very frequently asked to provide motorcycles as gifts or loans, to individuals and organizations. Insurance regulations preclude us from loaning motorcycles, and the only motorcycle gift that we provide is our Annual Harley-Davidson Official Motorcycle Giveaway (registered with the Florida Dept of Agriculture Game Promotion Filing).

Generally, funds are not considered to the following:

- ❖ Individuals (Bills, Trips, Motorcycle Purchases, Uniforms/Riding Gear/Parts & Accessories Purchases)
- ❖ Professional and Semi-Professional Sports
- ❖ National Organizations lacking a positive and measurable impact on our local communities
- ❖ Political Parties or Candidates
- ❖ Groups, individuals or organizations whom discriminate (or advocate discrimination) or promote violence of any kind.
- ❖ Requests lacking a clear cut plan for the money requested; inconsistent information.

*A request that does not fall into one of the above categories may still be considered. If you feel your request has genuine marketing potential for our company & impact to the community, please indicate your interest and provide a brief written budget plan & strategy, outlining our company's proposed involvement, and background on your request.*

### MAKING A REQUEST...

Please complete the following form and submit along with any additional information or materials that would be helpful in evaluating your request for funding (for example, Graphics/Flyers/Ads, attendance at event or number of individuals participating in the drive/those impacted by the requested funds, outline of previous events or fundraisers). Packets requesting **funding under \$500** may be completed & given to the General Manager of the dealership. Requests **exceeding \$500** may be sent to the attention of Maggie Baldwin via email at [Marketing@HDFlorida.com](mailto:Marketing@HDFlorida.com). Proposals for grants of **\$2,000 or more are due by November 1** of each year to be considered for funding during the next calendar year. **Important: Proposals under \$2,000 are due 4 months prior to the event date.**

Which Dealership Are You Requesting From? \_\_\_\_\_ Date of Form Submission \_\_\_\_\_

Name & Title for Person Making Request \_\_\_\_\_

Name of Organization/Group \_\_\_\_\_ Year organization was established \_\_\_\_\_

What service does your organization provide? \_\_\_\_\_

Is there an Event involved to raise money? What is it called & When? \_\_\_\_\_

Main Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone # \_\_\_\_\_ Email Address \_\_\_\_\_

Additional Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone # \_\_\_\_\_ Email Address \_\_\_\_\_

Event/Group/Organization Address \_\_\_\_\_

Name of Center/Stadium/Building# \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

IRS granted 501(C)(3) tax-exemption# \_\_\_\_\_ / Or Please Attach a Completed W9

\$ Amount or Item(s) Requested \_\_\_\_\_ Due Date \_\_\_\_\_

What Will Our Contributions Cover or Provide for the Organization/Event? \_\_\_\_\_

Does a Ferman/HDFlorida employee currently volunteer with your organization and/or serve on your governing board? Y | N

If Yes, Who and In What Capacity? \_\_\_\_\_

How Did You Hear About Us? \_\_\_\_\_