



JOIN RUSTY'S RIDE

**PRESENTED BY
HARLEY-DAVIDSON**

Join NASCAR HALL OF FAMER Rusty Wallace along with other motorcycle enthusiasts and celebrities on a charity ride through the Black Hills to support The NASCAR Foundation and the Special Olympics South Dakota.



FRIDAY, AUG 14, 2026 - 12PM



OUTLAW SQUARE - DEADWOOD

FUELED BY





SCHEDULE OF EVENTS



FRIDAY, AUG 14 OUTLAW SQUARE - DEADWOOD



12PM - REGISTRATION



12M - 3PM - RIDERS WELCOME, CELEB AUTOGRAPHS



3:15 - 4:30PM - THE RIDE



4:30 - 6:30PM - LIVE BIKE AUCTION & RECEPTION

SPONSOR PLEDGE FORM

RUSTY'S RIDE PRESENTED BY HARLEY-DAVIDSON



- \$25,000 Underwriting Donor
- \$10,000 Cookout Sponsor
- \$10,000 Sponsor
- Check Enclosed
- \$5,000 Sponsor
- \$1,500 Sponsor
- \$350 Rider + Pax
- \$175 Rider
- Send Invoice
- Pay Online

PLEASE NOTE: Checks should be made payable to The NASCAR Foundation.

- I cannot attend but would like to donate:

CONTACT INFORMATION: Please print your name as you wish it to appear in promotional materials:

NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

PHONE NUMBER

EMAIL ADDRESS

CORPORATE CONTACT

(If different from above)

The NASCAR Foundation is a 501(c)(3) organization and contributions are tax deductible as provided by law.
One Daytona Blvd. Daytona Beach, FL 32114

SPONSORSHIP OPPORTUNITIES



UNDERWRITING DONOR - \$25,000

ULTIMATE GIFT OF GENEROSITY!

Designed for the donor who will underwrite the expense of the Rusty Ride. This generosity will allow 100% of the funds raised to go entirely to support the kids served by The NASCAR Foundation & Special Olympics South Dakota.



ENTERTAINMENT/CELEBRITY SPONSOR \$15,000

RECOGNITION & BENEFITS

- Celebrity/Entertainment Title sponsor for the Rusty Ride
- Meet & greet with celebrities and motorcycle enthusiasts at Cookout
- 8 - VIP Partner Cookout at Elkhorn RV Event Center on Aug 13
- 8 - VIP Dinner at Franklin Hotel's Legends Steakhouse on Aug 12
- Speaking opportunity at cookout
- Prominent branding at cookout and during Rusty Ride Events

RIDE RECOGNITION & BENEFITS

- 8 - Rider/Passengers (total 8 ppl)
- Priority Placement on Ride
- Premium Swag Bag for all Guests
- Logo on T-shirt, stage screens, and on stage in Outlaw Square
- Ability to provide product during all Rusty Ride Events





\$10,000 - VIP PARTNERS COOKOUT

COOKOUT BENEFITS

- Title sponsor for the Rusty Ride VIP Cookout
- Meet & greet with celebrities/motorcycle enthusiasts at Cookout
- 8 - VIP Partners Cookout at Elkhorn RV Event Center on Aug 12
- 6 - VIP Dinner at Franklin Hotel's Legends Steakhouse on Aug 12
- Speaking opportunity at cookout
- Prominent branding during Rusty Ride events

RIDE RECOGNITION & BENEFITS

- 8 - Rider/Passengers (total 8 ppl)
- Priority Placement on Ride
- Premium Swag Bag for all Guests
- Logo on Cookout banners and stage screens



\$10,000 - SPONSOR

RIDE RECOGNITION & BENEFITS

- 8 - Rider/Passengers (total 8 ppl)
- Priority Placement on Ride
- Premium Swag Bag for all Guests
- 8 - VIP Partners Cookout at Elkhorn RV Event Center on Aug 12
- 6 - VIP Dinner at Franklin Hotel's Legends Steakhouse on Aug 12
- VIP Early Registration at cookout



\$5,000 - SPONSOR

- 4 - Rider/Passengers (total 4 ppl)
- Premium Swag Bag for all Guests
- 4 - VIP Partners Cookout at Elkhorn RV Event Center on Aug 13
- 4 - VIP Dinner at Franklin Hotel's Legends Steakhouse on Aug 12
- VIP Early Registration at cookout



\$1,500 - VIP RIDER

- One Rider/Passenger (Total 2 ppl)
- Premium Swag Bag for all Guests
- 2 - VIP Dinner at Franklin Hotels Legends Steakhouse on Aug 12 *
- 2 - VIP Partners Cookout at Elkhorn RV Event Center on Aug 13
- VIP Early Registration at cookout

*Limited to the first 10 to purchase the package



RIDER + PAX - \$350



RIDER ONLY - \$175