



# Worcester H.O.G. Chapter #3811

## New England Yankee Run Book

### "The Orange FUN Book"

#### Information & Application

Dear Prospective Stop Customer

The **Yankee Run** program has provided riders and businesses a way to connect since 1994 through our annual *New England 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 tour stop 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! How it works

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 250 copies per year and the sales of *Yankee Run Books* has averaged sale of 215 per year (**potential customers for you**). **Average** customers per stop is 26. The program runs from April through November

ONE PERSON → ONE BOOK → ONE PURCHASE → ONE STAMP  
We, the *Worcester Harley Owners Group New England Yankee Run Committee*, would love to have you join us! An application is on the back for you to submit with your \$25 application fee, which **We need to receive by February 26, 2023** (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 ([yankeerun@worcesterhog.com](mailto:yankeerun@worcesterhog.com)). Please put "**Yankee Run**" in the subject line if 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 2023** and hope that you will be a part of it!

Very truly yours,

**The Yankee Run Committee**

Email: [yankeerun@worcesterhog.com](mailto:yankeerun@worcesterhog.com)

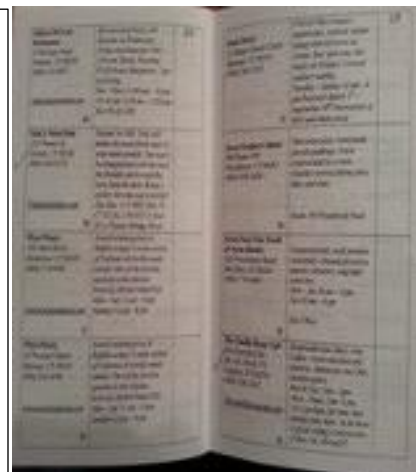
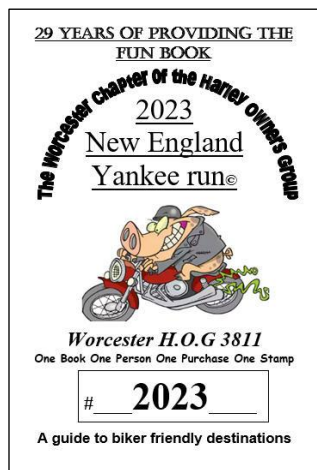
George Gilligan: (508) 763-8463

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**



# 2023 New England Yankee Run Application

I would like to participate in the *Yankee Run Book* for 2023. My completion of this form is my authorization for the below information to be included in the book for (1) year.\*

**Please send Check in by February 26, 2023**

Name/Address of Business/Description

**Name of Business** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

Business Address \_\_\_\_\_

Town \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

**Who is the contact** \_\_\_\_\_ Phone # \_\_\_\_\_

Business E-mail \_\_\_\_\_

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

Website: \_\_\_\_\_

Social Media: \_\_\_\_\_

Business Description \_\_\_\_\_

**Hours of Operation: Important for visiting your business**

**Directions (*please include Route # if applicable*):**

**Contact information (*so we can stay in touch with you Off Season /next year*):**

Owner's Name: \_\_\_\_\_

Owner's Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Mailing Address off season:**

*(if different from Business address)*

\_\_\_\_\_  
\_\_\_\_\_

**Send Check for \$25**

*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**

\* 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.*