



Worcester H.O.G. Chapter #3811 New England Yankee Run Book© "The Orange FUN Book"

Information & Application
2024 will be our 30th Year of supporting our sponsors.

Dear Prospective Stop Customer

Does your business need more customers.

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!** A bargain. How it works

When a customer comes in with a book 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**). 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, 2024** (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). Please put "*Yankee Run*" in the subject line if using email.

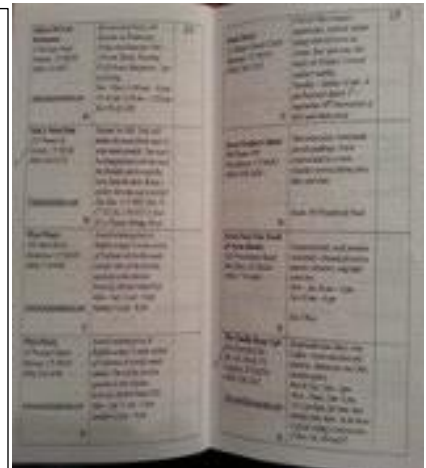
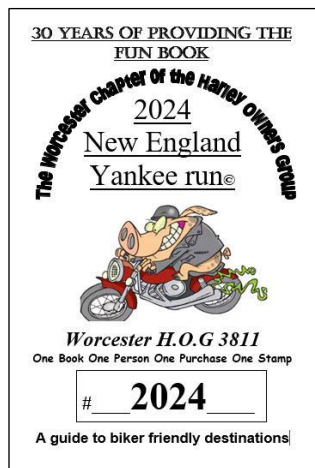
If we don't hear from you, we may follow up with a phone call over the next few months. We are in the process of putting together our **Yankee Run Book for 2024** and hope that you will be a part of it!

Very truly yours,

The Yankee Run Committee
Email: 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



Application on reverse side

2024 New England Yankee Run Application

30 years of great places to ride to

I would like to participate in the *Yankee Run Book* for 2024. 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, 2024

Name/Address of Business/Description

Name of Business _____

Mailing Address _____

Business Address _____

Town _____ State _____ Zip _____

Who is the contact _____ Phone # _____

Business E-mail _____

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

Website: _____

Business Description _____

Hours of Operation:

Directions (please include RT # 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.*