

# 3<sup>rd</sup> Annual Ride for the Children

Ride for the Children



Benefiting

OLIVE CREST

Registration begins at 8:30 AM ♦ Ride Starts at 10:30 AM

BEGINS AT

**BARTELS' HARLEY-DAVIDSON, MARINA DEL REY, CA**

ENDS AT

**SYCAMORE COVE BEACH, MALIBU, CA**



Grand Marshals

Lorenzo Lamas, Perry King, Dave Ekins, Sean McNabb, Jaime Elvidge

## OCTOBER 3, 2021



Live Concert by  
Aces & Eights

**RIDEFEES:**

**\$35 ENTRYFEE**

**(INCLUDES RIDE, LUNCH & CONCERT)**

**FOR MORE INFORMATION CONTACT:**

**Cherry Hepburn, Putnam & Smith: 818.783.4071**

**Amy Flynn, Olive Crest: 509.480.0964**

**Debi Black, Bartels' Harley-Davidson: 310.823.1112**

**Non-profit ID: 95-2877102**

**Registration available online at: [www.olivecrest.org](http://www.olivecrest.org)**

# 3<sup>rd</sup> Annual Ride for the Children



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Benefiting

OLIVE CREST



## Event Facts:

**WHAT:** A Great Benefit Motorcycle Ride led by our *Grand Marshals, Lorenzo Lamas, Perry King, Dave Ekins, Sean McNabb & Jamie Elvidge* followed by a great BBQ lunch provided by *JWolf Catering*, a live concert by *Aces & Eights* and beach party at *Sycamore Cove Beach, 9,000 Pacific Coast Hwy, Malibu, CA.*

**WHO:** GRAND MARSHALS, LORENZO LAMAS, PERRY KING, DAVE EKINS, SEAN MCNABB & JAIME ELVIDGE:

Bartels' Harley-Davidson  
4141 Lincoln Blvd.  
Marina Del Rey, California

Sycamore Cove Beach  
9000 Pacific Coast Hwy  
Malibu, California

**WHEN:** *Sunday, October 3, 2021*  
Registration begins at 8:30 AM - Ride begins at: 10:30 AM  
*BBQ Lunch by JWolf Catering & Concert by Aces & Eights*  
*Band begins at 12:00 PM* Event ends at 3:00 PM

**WHY:** To raise funds and public awareness *Olive Crest, Strong Families, Safe Kids.*

**ADMISSION:** \$35 Entry fee (Includes Ride, BBQ Lunch, Live Concert & Beach Party)

**ATTENDANCE:** Anticipated ~500 riders, 250 Beach Party Attendees

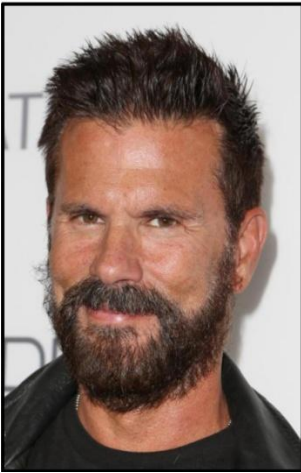
**PROMOTION:** Print ads, PSAs on radio ads & TV, benefit booklets, publicity on & TV.

**SPONSORS:** Bartels' Harley-Davidson, California State Parks, Putnam & Smith, others.

**WEBSITE:** [www.olivecrest.org](http://www.olivecrest.org), [www.bartelsanniversaryride.com](http://www.bartelsanniversaryride.com) ,

**CONTACTS:** Cherry Hepburn, Project Leader - 818/505-1104, [cherry@putnam-smith.com](mailto:cherry@putnam-smith.com)  
Debi Black, Bartels' Harley-Davidson - 310/823-1112, [debi@bartelsharley.com](mailto:debi@bartelsharley.com)  
Ashlyn Neavel- Olive Crest 562-977-6923 [ashlyn-neavel@olivecrest.org](mailto:ashlyn-neavel@olivecrest.org)

## OUR GRAND MARSHALS:

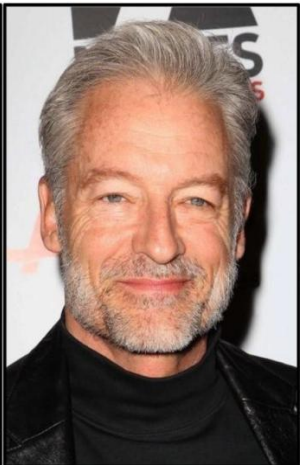


### LORENZO LAMAS: GRAND MARSHAL

Lorenzo Fernando Lamas is an American actor, born in Santa Monica, California. He is the son of legendary actors [Arlene Dahl](#) and [Fernando Lamas](#). He has starred in five television series and in over fifty movies. He is best known for his roles on television, notably as Lance Cumson on CBS' [Falcon Crest](#) and Reno Raines in the syndicated hit show [Renegade](#).

Lorenzo was also a professional race car driver. He is an avid motorcyclist for over thirty years and has participated in the Love Ride, to benefit MDA and various charities since its inception in 1983.

Lorenzo is a commercial helicopter and airplane pilot and he often flies disadvantaged children to summer camps and people too sick or financially challenged to travel normally on domestic flights. He just recently received his certification to become a helicopter flight instructor. Lorenzo is well known for his charitable appearances.



### PERRY KING: GRAND MARSHAL

Perry King's versatile career includes starring roles in film, television and on Broadway. King first became a favorite with American TV audiences as private eye Cody Allen in "Riptide" from 1984 to 1987. In 1995, he starred as Haley Armstrong on "Melrose Place."

Perry has recently finished a new independent movie; *The Divide*, King's directorial debut for a feature film for which *Cowboys & Indians Magazine* has named him best actor and the film best picture.

King divides his time between his ranch outside Sacramento and his home in Los Angeles where he spends time with his two daughters. While not working, King enjoys restoring old cars and motorcycles and raising money and awareness for Olive Crest Homes for Abused Children.



### DAVE EKINS: GRAND MARSHAL

Born in Los Angeles, California, Ekins followed his brother and fellow Motorcycle Hall of Fame member, Bud Ekins, into motorcycle racing. Together, they honed their riding skills by riding the dirt trails in the hills above their Hollywood, California home. Ekins' riding skill earned him sponsored racing motorcycles from factories such as; Velocette, Zundapp, Honda, Harley-Davidson and Bultaco.

Ekins became the first American rider to use Honda motorcycles in desert races, ushering in the era of lightweight, smaller-displacement off-road motorcycles. In 1964 Ekins with his brother, Bud, Steve McQueen and Cliff Coleman were members of the first American team to compete in the International Six Days Trial. Ekins competed in five ISDT events and earned two gold medals and a bronze medal in the prestigious motorcycle competition.

Ekins founded and launched the Sunline brand of motorcycle parts and accessories. Dave was inducted into the AMA Motorcycle Hall of Fame in 2001.



**SEAN MCNABB: GRAND MARSHAL**

Sean McNabb is an actor, host, and accomplished musician who at the age of 10 discovered his destiny. The life-changing moment occurred while watching the rock-opera, "Tommy." Before this movie, Sean spent his youth studying and acting in the Theatre, but it was "Tommy" and The Who's bassist John Entwistle which sparked a fuse and a passion for music. By the time Sean turned 13, he was performing in bars and nightclubs throughout his home state of Indiana.

Sean co-hosted the Pasadena Jazz Festival's, "Rock For Relief" benefiting Hurricane Katrina survivors. He also hosted the Fashion Show for the exclusive, high-end Motorcycle wear, "Hein Gericke." A speaker and sponsor for those in drug and alcohol recovery, Sean continues to remain involved in charity events and host/ emcee events (i.e, "Wednesday's Child" w/ fiancée Christine Devine, Harley Charity Rides, Boys & Girls Club of Santa Ana, 911 for Kids, Celebrity Golf Tournaments and Children's Miracle Network

Hospitals).



**JAIME ELVIDGE: GRAND MARSHAL**

Jamie Elvidge has been a professional motorcycle journalist for 30 years.

She was the founder and Editor-in-Chief of Motorcycle Escape Magazine and also the editor of Cycle World's "Travel & Adventure."

She has ridden and written about riding in 54 countries and all 50 states.

**LIVE CONCERT BY ACES & EIGHTS**



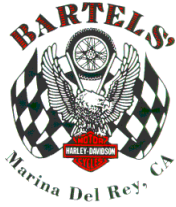
**ACES & EIGHTS**

Based in Southern California's creatively charged High Desert, Aces & Eights electrify with a West Coast rockin' country sound, that's drizzled with some good ol' southern vibes; think ZZ Top and some Lynyrd Skynyrd with a "Sweet Home Alabama" kick and a splash of Miranda Lambert.

The band delivers seismic guitar riffs, soaring melodies and booming drums that never fail to incite a good time. Without question, the group brings the arena shows of the '70s and the on-stage theatrics of 80's to the forefront in a refreshingly modern manner.



# 3<sup>rd</sup> Annual Ride for the Children



## **Presenting Sponsorship Package - \$10,000**

### **BENEFITS**

- Official Presenting Sponsor Status of *3<sup>rd</sup> Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*.
- Licensing rights to use Official Presenting Sponsor Title of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials, website, etc.
- Corporate Honorary Chairperson named for *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*.
- Special acknowledgement in press releases, all collateral materials and representative acknowledged during event & on stage.
- Ten (10) complimentary ride tickets.
- Hospitality booth for further exposure and presentation of corporate brochures, new products, etc.
- Name & Logo on all signage for event.
- Mention as the Official Presenting Sponsor on all radio and television interviews promoting the event.
- Logo/Name added as Official Presenting Sponsor on:
  - o All posters, flyers and other printed materials
  - o Inside Back Cover Page, 4-Color AD in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - o Registration forms
  - o Sponsors can provide promotional items for the *Ride for the Children Swag Bag*
  - o Name/Logo on Back of Ride T-shirt
  - o Official press releases and announcement
  - o All event banners
  - o Official event website and link to corporate website

# 3rd Annual Ride for the Children



## **Title Sponsorship Package - \$7,500**

### **BENEFITS**

- Official Co-Title Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*.
- Licensing rights to use Official Title Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials
- Special acknowledgement in press releases, all collateral materials and representative acknowledged during event & on stage.
- Five (5) complimentary registrants
- **Hospitality booth** for further exposure and presentation of corporate brochures, new products, etc..
- Name & Logo on all signage for event
- Logo/Name added as Official Title Sponsor on:
  - All posters, flyers and other printed materials
  - Name/Logo on Back of Ride T-shirt
  - To First Committed Sponsor - **Full Page, Black/White or Four-Color** page inside in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Registration forms
  - Sponsors can provide promotional items for the *Ride for the Children* Swag Bag
  - Official press releases, announcements and event banners
  - Official event website and link to corporate website

## **Diamond Sponsorship Package Package - \$5,000**

### **BENEFITS**

- Official **Diamond Sponsor** of *Bartels' Anniversary Motorcycle Ride benefiting Rip's BAD Ride*.
- Licensing rights to use Official Diamond Sponsorship of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials& website.
- Special acknowledgement in press releases, all collateral materials and representative acknowledged during event & on stage.
- Four (4) ride tickets
- Hospitality booth for further exposure and presentation of corporate brochures, new products, etc.
- Name & Logo on all signage for event
- Logo/Name added as Official Title Sponsor on:
  - All posters, flyers, Registration forms and other printed materials
  - Sponsors may provide promotional items for the *Ride for the Children* Swag Bag
  - Name/Logo on Back of Ride T-shirt
  - To First Committed Sponsor - Inside Back Cover Page, Black/White in *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Official press releases, announcements and event banners
  - Official event website and link to corporate website.

# 3rd Annual Ride for the Children



## **Gold Sponsorship Package - \$2,500**

### **BENEFITS**

- Official Gold Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*.
- Licensing rights to use Associate Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials and website.
- Two (2) complimentary ride tickets.
- *Hospitality booth* for further exposure and presentation of corporate brochures, new products, etc..
- Name & Logo on all signage for event.
- Logo/Name added as Official Title Sponsor on:
  - All posters, flyers and other printed materials
  - Name/Logo on Back of Ride T-shirt
  - Full Page, Black/White Ad in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Registration forms
  - Sponsors may provide promotional items for the *Ride for the Children* Swag Bag
  - Official press releases and announcement
  - All event banners
  - Official event website and link to corporate website.

## **Silver Sponsorship Package - \$1,500**

### **BENEFITS**

- Official Silver Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*
- Licensing rights to use Participating Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials and website.
- Two (2) complimentary ride tickets.
- *Hospitality booth* for further exposure and presentation of corporate brochures, new products, etc..
- Logo/Name added as Gold Sponsor on:
  - All posters and flyers
  - Name/Logo on Back of Ride T-shirt
  - Half-Page 4-Color Ad in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Registration forms
  - Sponsors may provide promotional items for the *Ride for the Children* Swag Bag
  - Official press releases and announcement
  - Official event website and link to corporate website.

# *3rd Annual Ride for the Children*



## **Bronze Sponsorship Package - \$1,000**

### **BENEFITS**

- Official Silver Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*
- Licensing rights to use Participating Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials and website.
- One (1) complimentary ride ticket.
- Hospitality booth for further exposure and presentation of corporate brochures, new products, etc..
- Logo/Name added as Gold Sponsor on:
  - All posters and flyers
  - Name/Logo on Back of Ride T-shirt
  - Half-Page Black/White Ad in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Registration forms
  - Sponsors may provide promotional items for the *Ride for the Children* Swag Bag
  - Official press releases and announcement
  - Official event website and link to corporate web

## **Crystal Sponsorship Package - \$500**

### **BENEFITS**

- Official Silver Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®*
- Licensing rights to use Participating Sponsor of *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* on printed materials and website.
- Hospitality booth for further exposure and presentation of corporate brochures, new products, etc..
- Logo/Name added as Gold Sponsor on:
  - All posters and flyers
  - Name/Logo on Back of Ride T-shirt
  - Quarter-Page Black/White Ad in the *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here®* Program
  - Registration forms
  - Sponsors may provide promotional items for the *Ride for the Children* Swag Bag
  - Official press releases and announcement
  - Official event website and link to corporate web



# 3rd Annual Ride for the Children



## IN-KIND DONATIONS ONLY

### SPONSORSHIP LEVELS:

#### \$1,000:

- √ Booth (10'X 10') Space
- √ Sponsor may hang banners at booth to expand their exposure.
- √ Sponsors may provide promotional items for the *Ride for the Children Swag Bag*
- √ Half- page, black & white in *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here® Program*;

#### \$750:

- √ Booth (10'X 10') Space
- √ Sponsor may hang banners at booth to expand their exposure.
- √ Sponsors may provide promotional items for the *Ride for the Children Swag Bag*
- √ Quarter- page, black & white in *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here® Program*;

#### \$500:

- √ Booth (10'X 10') Space
- √ Sponsor may hang banners at booth to expand their exposure.
- √ Sponsors may provide promotional items for the *Ride for the Children Swag Bag*
- √ Quarter- page, black & white in *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here® Program*;

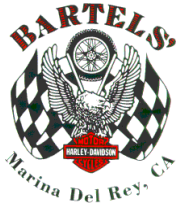
#### \$350:

- √ Booth (10'X 10') Space
- √ Sponsor may hang banners at booth to expand their exposure.
- √ Sponsors may provide promotional items for the *Ride for the Children Swag Bag*
- √ Participant may sell merchandise at booth;
- √ One-Eighth-page, b/w (3.375" X 2.5") in *3rd Annual Ride for the Children Motorcycle Ride benefiting Olive Crest, Child Abuse Stops Here® Program*;

#### \$100 PROGRAM LISTING ONLY:

- √ Name & Company Logo listed in *3rd Annual Ride for the Children Motorcycle Ride Child Abuse Stops Here® Program*.

# 3rd Annual Ride for the Children



## Ad Reservation Order Form

### **Ad Reservation & Artwork Deadline: September 10, 2021**

**Ad Space:** (Ads are color or black & white, in 300 dpi, CMYK, pdf or jpeg format. Ad design add \$75.00)

_____ Full Page - Color (7.5" X 10.25")	\$1250
_____ Full Page - B/W (7.5" X 10.25")	\$750
_____ Half Page - Color (7.5" X 4.875")	\$575
_____ Half Page - B/W (7.5" X 4.875")	\$395
_____ Quarter Page - Color (3.625" X 4.875")	\$250
_____ Quarter Page - B/W (3.625" X 4.875")	\$195

#### ***Business Card Size:***

_____ 1/8 Page - Color /B/W (2.25" X 3.625")	\$150
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#### ***Ad Deadline: September 10, 2021***

Enclosed is my check in the amount of: \$\_\_\_\_\_ (make check payable to Olive Crest)

Please charge my: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

Card No. \_\_\_\_\_ Ex. Date: \_\_\_\_\_ CVC: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

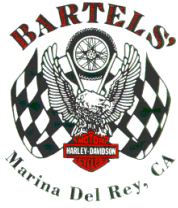
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Contact person: \_\_\_\_\_

For more information, please contact *Cherry Hepburn, Putnam & Smith* – [cherry@putnam-smith.com](mailto:cherry@putnam-smith.com) or call 818.783.4071.

# 3rd Annual Ride for the Children



Ride for the Children



Benefiting

OLIVE CREST



## REGISTRATION & WAIVER FORM

REGISTRATION: 8:30 AM TO 10:30 AM

*A light Continental Breakfast & Coffee will be served.*

Ride Begins at 10:30 AM

**BARTELS' HARLEY-DAVIDSON**

**4141 LINCOLN AVE. ♦ MARINA DEL REY, CA 90292**

*Concludes at*

**SYCAMORE COVE BEACH**

**9000 PCH ♦ MALIBU, CA**

Registration also available online at: [www.olivecrest.org](http://www.olivecrest.org)

Mail-in Forms Due by September 20, 2021

### FEES:

**\$35 ENTRY FEE** \_\_\_\_\_

*(Includes Ride, Lunch & Concert)*

**TOTAL: \$** \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Signature: \_\_\_\_\_

### **Make checks payable to: Olive Crest**

*The undersigned agrees to hold harmless and indemnify Olive Crest, Bartels' Harley-Davidson, Putnam & Smith, Malibu Sector State Parks, The County of Ventura, including their staff, agents, employees, assigns and volunteers, from personal injury and/or property damage related to or in any way connected with the 3rd Annual Ride for the Children Motorcycle Event.*

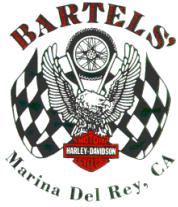
Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Registration is also available online at: [www.olivecrest.org](http://www.olivecrest.org)

Please mail this form to: 3rd Annual Ride for the Children, 15915 Ventura Blvd., Suite 101 Encino, CA 91436

# 3rd Annual Ride for the Children



## Vendor Booth Space:

**Booth Reservation Deadline: September 20, 2021**

We offer the following booth space levels which will provide your organization with a marketing & public relations opportunity. Event proceeds will provide program of support and help to the organizations benefiting from this event.

**\$100**

√ Booth (10'X 10') Space

√ Vendor may hang banners at booth to expand their exposure.

**BOOTH DEADLINE: SEPTEMBER 20, 2021**

Enclosed is my check in the amount of: \$ \_\_\_\_\_ (make check payable to Olive Crest)

Booth Size: \_\_\_\_\_

Please charge my: \_\_\_ Visa \_\_\_ MasterCard \_\_\_

CC No. \_\_\_\_\_ Ex.Date: \_\_\_\_\_ CDC: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

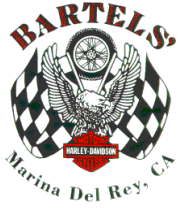
Signature: \_\_\_\_\_

Registration is also available online at: [www.olivecrest.org](http://www.olivecrest.org)

Please mail this form to: 3rd Annual Ride for the Children, 15915 Ventura Blvd., Suite 101 Encino, CA 91436



## 3rd Annual Ride for the Children



### **Contact Information:**

#### ***Event Committee:***

Debi Black  
Cherry Hepburn  
Ashlyn Neavel  
Perry King  
Neil Fischer  
Jaime Zavala  
Miri Rossitto  
Nicola Staples

#### ***Olive Crest***

Ashlyn Neavel  
562-977-6923  
[ashlyn-neavel@olivecrest.org](mailto:ashlyn-neavel@olivecrest.org)

#### ***Bartels' Anniversary Motorcycle Ride***

Debi Black  
Bartels' Harley-Davidson  
4141 Lincoln Blvd.  
Marina Del Rey, CA 90269  
Email: [debi@bartelsharley.com](mailto:debi@bartelsharley.com)  
Tel: 310-823-1112

#### ***Putnam & Smith***

Cherry Hepburn  
Miri Rossitto  
Nicola Staples  
15915 Ventura Blvd., Suite 101  
Encino, CA 91436  
Email: [cherry@putnam-smith.com](mailto:cherry@putnam-smith.com)  
Tel: (818) 783-4071  
Dir: (818) 505-1104