



CUSTOM BIKE ASSOCIATION

ADVOCATE. PROVIDER. PROMOTER.

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1020 James Drive, Suite No. 101 · Leesport, Pennsylvania 19533

www.custombikeassociation.org

The Custom Bike Association Needs Your Support!

Making our official debut at the 2008 V-Twin Expo in Cincinnati as an exhibitor, we were thrilled at the positive response we received from those in attendance – dealers, builders and manufacturers; proof of such are the 200 membership applications in hand. We truly believe that the not-for-profit CBA has struck a chord among the V-twin community which has long expressed a need for industry standardization, certification and education.

The need for an objective industry voice dedicated to protecting industry interests was confirmed at the annual Metzeler V-Twin Roundtable discussion where the esteemed panel, inclusive of industry heavyweights Eddie Trotta, Paul Cox, Bert Baker, Marc Wolfram and Chris Maida, agreed that the CBA was worthy of this calling and the industry's endorsement.

As a non-profit organization, the CBA – advocate, provider and promoter – needs your direct support in order to fulfill its stated mission to “serve the needs and interests of builders and enthusiasts worldwide.” By becoming a CBA Charter Sponsor you will not only be supporting this mission but you will be bolstering the entire V-twin community as well. Among numerous other benefits, your company will quickly gain a reputation as a leading advocate for standardization, certification and education in the world of custom bike building.

At this point we are simply seeking your financial support of and commitment to this noble cause; in return we are offering you valuable benefits in the form of advertising space on the CBA website and additional marketing mediums, plus the prestige of being a Charter Sponsor including a seat on the highly influential CBA Manufacturer Advisory Council.

Please take a few moments to review the enclosed CBA Charter Sponsorship information for further details. Thereafter, please call either of us with your questions or concerns. Thank you for your time and consideration and we look forward to hearing from you.

Sincerely,

ROBERT W. HUDEPOHL, JR.
(610) 223.2959
Co-Founder and Director
Custom Bike Association

TIM DeMIRJIAN
(610) 500.1205
Co-Founder and Director
Custom Bike Association

**Serving the Needs and Interests of Builders
and Enthusiasts Worldwide.**



CUSTOM BIKE ASSOCIATION

THE CBA CHARTER SPONSORSHIP

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SYNOPSIS

A collaboration of industry insiders and top builders overwhelmingly recognized the need for a centralized, non-profit, education-focused organization within their industry. What grew out of their sessions became the Custom Bike Association (CBA), a groundbreaking organization dedicated to the improvement and protection of the entire custom community.

MISSION

To serve the needs and interests of the custom bike industry worldwide.

The primary goal of the CBA is to serve as an objective advocate, provider and promoter of the entire custom bike industry, with a goal of increasing the knowledge base of the entire industry and elevating its image to one of informed, dedicated professionals. The CBA will accomplish this goal by:

- ❑ Creating a system of industry standardization, certification and education based on universally accepted guidelines and procedures
- ❑ Serving as a conduit of industry information, news and regulations to all sponsors
- ❑ Instituting and promoting dealer certification and builder accreditation programs
- ❑ Providing a host of valuable sponsor services and VIP benefits
- ❑ Acting as a strong voice in a variety of arenas to protect the interests of the CBA and its sponsors

MEMBERSHIP PROFILE

The CBA already boasts over 250 members representing a cross section of the entire V-twin industry including business executives, master builders, dealers, manufacturers, riders and general enthusiasts from the United States and countries around the world.

The CBA continues to welcome new members from every sector of the industry. This growing interest not only aids in the creation of a diverse and vibrant organization but is also indicative of the widespread recognition of the issues and ideas the CBA is working to address.

CHARTER SPONSORSHIP

The CBA Charter Sponsorship allows you to be a major catalyst for change in the custom bike community. A Charter Sponsorship shows your support and provides the opportunity to shape a groundbreaking organization in its infancy.

As an industry pioneer, you will have the unique opportunity to effect countless positive changes and connect with builders and riders on an entirely new level.

For more details on a CBA Charter Sponsorship please see the following page.

CHARTER MEMBERS

The CBA was founded by a group of people who are deeply involved with and committed to the custom bike industry. Over the years they had dealt with disorganized judging at events and a general lack of continuity across the regulation spectrum. Building on the experience and vision of the Charter Members, the CBA will provide industry-wide standardization; this will allow for the advanced education of builders in specific fields of expertise as well as the accreditation of dealers who meet the CBA's rigid standards.

The CBA's current Charter Members are:

Chris Maida, *American Iron Magazine*

Eddie Trotta, *Thunder Cycle Design*

Matt Hotch, *Matt Hotch Designs*

Paul Cox, *Paul Cox Industries*

Aaron Greene, *Paramount Custom Cycle*

Donnie Smith, *Donnie Smith Custom Cycles*

Dave Perewitz, *Perewitz Cycle Fabrication*

FOR MORE INFORMATION

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The Custom Bike Association invites you to join us today. Simply complete the form below and begin your exciting journey as a CBA Charter Sponsor.

**SIGN UP BY JULY 31th, 2008 AND RECEIVE A
TIER ONE MEMBERSHIP FOR THE INTRODUCTORY
PRICE OF \$15,000 /YEAR.**

(See sidebar for additional membership options.)

APPLICANT INFORMATION

Company (Applicant)

Company Name (complete)

Date of Establishment

Title of Contact Person

Name of Contact Person within this Company

Company Address (complete)

City

Zip Code

Country

Phone

Fax

E-mail

CHARTER SPONSORSHIP

The Sponsorship Packages

TIER 1 \$15,000/year - all options 1-8

TIER 2 \$5,000/year - all options excluding 3-5

A CBA Charter Sponsorship is your chance to team with other industry visionaries and shape the future of the custom bike community worldwide. This once in a lifetime, invitation only opportunity will only be extended to a very limited group of accomplished industry professionals with a deep interest and concern for the future path of the custom bike industry.

The CBA Manufacturer Advisory Council Seat Reserved for TIER 1 Charter Sponsors

Perhaps the most valuable benefit of a Charter Sponsorship is the attendant seat on the CBA Manufacturer Advisory Council. This seat will give you the ability to effect change at grassroots level, be recognized as a passionate proponent of custom building and lend credibility to your company's influence within the industry. Best of all, the Manufacturer Advisory Council seat is permanent as long as you remain a member in good standing.

In addition to the Manufacturer Advisory Council seat, Charter Sponsors will also enjoy:

1. Exclusive access to CBA online administration tool sets. These tools allow you to control your link exchange, job postings, news stories, web banners and more - all at your convenience.
2. A complimentary CBA Associate membership for each of your employees.
3. Maximization of your advertising dollars via high profile brand exposure in and at all CBA promotions throughout the year.
4. The right to nominate individuals for the Manufacturer Advisory Council.
5. Participation in and/or chairing of Manufacturer Advisory Council forums.
6. High level networking.
7. Enhanced marketing and PR resources through exclusive CBA outreach programs.
8. Other exclusive benefits as they are developed.

A CBA Charter Sponsorship represents a rare opportunity to influence your industry at its most fundamental levels. We invite you to join this exclusive group as it works to shape and secure the future of the custom bike industry.