



HARLEY OWNERS GROUP (SINGAPORE CHAPTER)

253 Alexandra Road, #01-04, Singapore 159936, Phone: +65 6475 0123, Fax: +65 6472 8900

Dear HOG Member,



SEAHOGE RALLY 2010

Harley Owners Group (HOG) Singapore is proud to announce the first South East Asia HOG Rally (SEAHOGE) to be jointly organised by five HOG Chapters from South East Asia: Singapore, Malaysia, Thailand, Brunei and Indonesia. SEAHOGE runs from 4-12 June, 2010, and we are expecting over 300 riders from across the region and beyond (including China, Taiwan, South Korea and the USA) to join us for this exciting event. This event is officially supported by HOG International and the Harley-Davidson Motor Company.

SEAHOGE rides will cover three countries and almost 3,500 kilometres. The Opening Ceremony, with a Grand Welcome Dinner, will be hosted at the newly-opened Hard Rock Hotel on Sentosa Island on 4th June, and will include entertainment and a bike and accessory show. We expect more than 800 guests, including members of the Harley-Davidson owners' family from the US. Opening SEAHOGE in Singapore will offer riders an opportunity to tour our beautiful city, sample our culinary delights and explore Singapore's new Integrated Resort.

HOG Singapore is striving to make the kick-off event a memorable one for all involved. We would like to invite you to participate in this event and experience the feeling of the Harley Owners family. Be one of us on that evening or join us on the ride through South East Asia as a sponsor. The organisers of SEAHOGE feel that this is a great opportunity for your company to showcase its products and promote its name to a multinational audience. Partnering with a brand as well known as Harley-Davidson is a unique and exciting prospect.

With encouragement and support from our city, business owners, riders and enthusiasts, we hope that you will not want to miss the opportunity to be a part of this historic rally. We are confident your company can be a key partner in making SEAHOGE a huge success.

Please see the attached list of Sponsorship Packages. We would be happy to meet with you to discuss how to structure your sponsorship to suit your needs and maximise the benefit for all. If you are interested in supporting us, please contact Thomas Hoffmann at asst_treasurer@singaporehog.com or +65 9664 9355.

Thank you for your consideration.

Yours sincerely,

Thomas Hoffmann
Assistant Treasurer