

WHO ARE THE PINK RIBBON RIDERS AND WHERE DOES THE MONEY GO?

The Pink Ribbon Riders © (PRR) is a 501 C 3 non profit volunteer based organization that raises funds through events known as the "Snow Run" to provide direct financial assistance to both men and women diagnosed with breast cancer.

The PRR Assistance Program is made available to patients that reside in the states in which the Snow Runs are held in. Patients are able to apply to the program through the PRR website. Patients that qualify receive a \$500.00 financial gift from the program that they can use for medical bills, gas money or any financial need while fighting the disease.

WHAT IS THE SNOW RUN EVENT?

The Snow Run event is part of the Snow Run Tour that takes place in 7 states in the winter of 2011-2012. The event is a two day event filled with an organized snowmobile ride, welcome party and dinner banquet. The event is open to both men and women and all riding abilities. Non snowmobilers are welcome too! The Snow Run events main goal is to raise funds through the Pledge Program and encourages participants to raise pledges on a voluntary basis. A top fundraiser of the event is recognized. A local patient in need will be honored with the PRR Assistance Gift of \$500.00 throughout the event. And much more! For all details specific to your state Snow Run event, please see the PRR website.

"Riding in honor and in memory of those we love"
As participants to the Snow Run events we will "Ride in honor and in memory of those we love."
In honor of all those we have met and their strength and fight to conquer the disease. And in memory and celebration of life.

Together as Pink Ribbon Riders we raise money for those in need in hopes that the small gesture that we can all make together helps ease the stresses of the every day struggle that comes with the fight.

Pink Ribbon Riders receives an average of 5-7 patients applying per day, 7 days per week.
For more information and testimonials on who we have helped, please visit, www.pinkribbonriders.com.



THE SNOW RUN INCLUDES

A two day event that includes a welcome party, ride and dinner banquet with food, contests and more. Each event varies a little so please see all information on the PRR website. There is just too much fun to list! You can attend the entire event or there is a Friday night Welcome Party only ticket available. You do not need to be a snowmobiler to attend. There is not a Saturday only ticket, you must register for the full event.

A sneak Peak at a Snow Run event:

FRIDAY AND SATURDAY

Two day Participants Receive:

-A Participant Gift & a collectible PRR 2012 event patch

Friday Night Welcome Party

- Food, silent auction, music, door prizes
- Contests: Bra Decorating & Vintage Snowsuit contes

Saturday – Ride day: Lunch & Dinner banquet included.

- Snowmobile ride and organized groups based on riding ability.
- Rewards Pledge Program open to all with incentive gifts offered.
- The Top Fundraiser recognized of each Snow Run event will be recognized.

HOW TO PARTICIPATE:

- Pre registration is required.
- Early bird registration is offered, late fees and cut off dates apply.
- Space is limited and will we announce when the event is full.
- Registration Deadlines are 3 weeks prior to event, if not full first.

HOW TO REGISTER:

1. Online at www.pinkribbonriders.com
- This allows you to create your own fundraising campaign.
Customize your emails and have donors receive automatic receipts.
2. Mail in registration is available by downloading a form on the website.

RIDING GROUPS

Participants will be placed into riding groups based on riding ability when you register.

We offer groups such as the Hooter Haulers and the A Cups. There is a group for all riding abilities and we welcome experienced riders as well as beginners. Some Snow Runs will ride 60 miles and some will ride 150 miles +. The Snow Run events held in the western states, offer mountain riding as well as scenic rides. Non riders are also welcome. Riding groups are made up of 10-12 people per group. We take care of you for the day(s), let us show you the terrain and provide the best day(s) of riding this season!

2011-2012 SNOW RUN TOUR PRESENTING SPONSORS



2012 SNOW RUN TOUR NATIONAL SPONSORS: PINK RIBBON LEVEL



2012 SNOW RUN TOUR EVENT HOST LOCATIONS



2012 SNOW RUN TOUR CHAMPION SPONSORS:

Studboy, Powermadd, Woody's, Togwotee Mountain Lodge, Straightline Performance, Habervision, Sled Divas, Swendson Motorsports
2012 Snow Run Tour Supporting

Sponsors:
Gold Level: Sly Dog Skis
Silver Level: Bikeman Performance, Boyesen, ROX Speed FX, MBRP, Castle X,

Fisk Distributing, Discount Tire, USI Skis

Media Partners:

Gold Level: Max Sled.com, American Snowmobiler

Silver Level: Snowmobile USA, DooTalk.com

Bronze Level: Snow West, Snowmobile Storm



Pink Ribbon Riders© is a 501 C 3 Non profit organization that provides direct financial assistance to both men and women breast cancer patients.

2012 SNOW RUN TOUR



to benefit the

pink ribbonriders.com

A two day event to raise funds for both men & women diagnosed with breast cancer.
The event is open to both men & women

2012 SNOW RUN TOUR SCHEDULE

* Please refer to the PRR website for a list of full details and activities for each Snow Run *

6th Annual Minnesota Snow Run: January 6th & 7th

Presented by: Sugar Lake Lodge, Grand Rapids



• 3 ways to participate! Friday Vintage Ride, Welcome Party only or Two Day Snow Run Event. Early bird Registration is \$100 per person, Vintage Ride \$50.00 pp. (includes ride & Friday party). After October 10th, \$125.00 pp.



Lauren Willard

3rd Annual North Dakota Snow Run: January 13th & 14th

Presented by:
Twin Oaks Resort, Bottineau

• Early Bird Registration, \$100.00 per person. After Nov. 1st, \$125.00 pp.
Gold level: open, this could be
Silver level: Iron Works Welding
Bronze level: Johnson Sports, Sund

Presented by:

8th Annual New York Snow Run: February 10th & 11th

The George Hiltbrandt Rec. Center, Old Forge



• Early bird Registration \$100.00 pp. After Jan 1st \$125.00

Host Hotel Location: Waters Edge



Jen Barnhardt

5th Annual Wisconsin Snow Run: February 17th & 18th

Amsoil Championship Derby Track, Eagle River



• Early Bird Registration \$100.00. After Dec. 1st \$125.00 pp.

Event Host Location Sponsor:
Amsoil Championship Derby Track

Host Hotel Locations:
Best Western

Gold level:
Eagle River Inn



Angie Bercier

5th Annual Wyoming Snow Run: March 16th & 17th

Togwotee Mountain Lodge, Moran



• Early bird Registration \$100.00 pp. After Jan 1st \$125.00

Gold level: this could be you!

Silver level: Brooks Lake Lodge

Bronze level: Action Polaris

1st Annual Colorado Snow Run: March 9th & 10th

Grand Lake in the woods! See the website for more....
Presented by: Grand Lake & EPS

• Early Bird registration \$150.00 pp.
After Jan 1st \$175.00 pp.



Host Hotel Locations:
Western Riviera & Gateway Inn

Gold level:
Thunderstruck

Silver level:
Colorado Snowmobile Association, Grand Adventure Snowmobile Tours

Bronze level: Haber vision



The Fun



Ross Blank, Patient Recipient

AWARENESS SLED DECORATING CONTEST:

Participants help create awareness of breast cancer to both men and women by decorating their snowmobiles. An award will be given for the best sled on Saturday evening. This is a tradition to the event. Open to all.

BRA DECORATING CONTEST:

Decorating a bra is another tradition to the Snow Run, be creative and lets see what you got! Contest done on Friday night. An award will be given for the best bra. Open to all.

SUPPORTING MEDIA IN KIND DONORS:

Snow Goer, OSM Magazine, American Snowmobiler, Snowmobile USA, Max Sled.com, Doo Talk.com, SnoWest



To sponsor the 2012 Snow Run Tour or to make a financial donation or a product donation towards the silent auctions, please email us at pinkribbonriders@yahoo.com. There are many sponsorships and opportunities to support the cause available.

www.pinkribbonriders.com

Rewards Program

The Rewards Program is optional, but open to all that attend.

How to participate:

- Download a pledge form off the PRR website. Ask 10 friends for \$10 – that's a simple way to raise \$100!
- Reward levels are cumulative and are set on an individual basis for participants that attend the Snow Run event. You must be a participant of the event to qualify for the Rewards Program gifts. They are not open to companies or clubs that donate.
- Registration fee does not count towards the program.

\$100 + Pledges - All receive a gift from Swensdon Motorsports.

\$350 + Pledges - Your name in drawing for a gift from StudBoy.

\$500 + Pledges - Congrats! You made the Snow Run 500 Club. Your name will be listed on PRR website & you will receive a limited edition PRR Pin. Your name in drawing for GMAX helmet gift & all above.

\$750 + Pledges - All above & receive a gift from PRR & your name in drawing for a gift from Straight Line Performance.

\$1,000+ Pledges - All above & your name in drawing for a gift from Woody's

\$3,000 + Pledges - All above your name in drawing for gift from Togwotee Mountain Lodge.

\$5,000+ Pledges - All above & your name in drawing for gift from Bikeman Performance & Swensdon Motorsports & Habervision Gift.

\$7,500 + Pledges - All Above & Your name in drawing for SLY DOG Skis gift, HMK USA

\$10,500+ Pledges - All Above & your name in drawing for Choko gift & MBRP gift

\$15,000+ Pledges - All above & your name in drawing for a gift from Fisk Distributing & Triton Trailers

Top Fundraiser will be recognized