

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 for both men and women breast cancer patients in need.

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.

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.

Our objective and goal is to provide as much of the funds we raise to stay within the 7 states of our program. So the giving is local, regional and state wide. Last year PRR was 84% to the cause. There are so many things that we cannot get donated like insurance and permits, many things to run the actual organization itself.

Patients helped:
2010-2011: 347 Patients (\$173,500+)
2011-2012: 527 Patients (\$263,500+)
Overall number of patients helped: 1,166

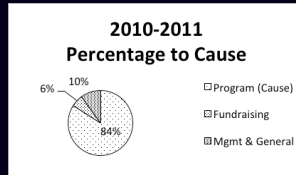
Total financial assistance given to date: \$583,249

*Record highest month \$36,500 in June 2012.

*Avg. monthly giving \$20,000

Additional Giving for programs, books, gas cards: \$37,426

Postage to send patient assistance: \$17,609



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 2012-2013. 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.

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 so 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 collectible PRR 2013 event patch

Friday Night Welcome Party

- Food, silent auction, music, door prizes
- Contests: Bra Decorating

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 registered is required and deadlines apply
- Apply online! Registration is based per person.
- Space is limited and some events fill up fast and will be announced full.
- Deadlines to register are 3 weeks prior to event
- Early bird fees are offered. Late fees do apply.

HOW TO REGISTER:

Apply online. It's easy!
Receive a receipt right away and start building your online fundraising page!

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!

The Pink Ribbon Riders is very thankful to all that support the mission and the organization all year long as well as the Snow Run Tour. For a full list if supporters, please visit: www.pinkribbonriders.com

The Snow Run Tour is presented by:



2013 Snow Run Tour Sponsors: Premier Level



2013 Snow Run Tour Event Host Locations



Hiltbrandt Rec. Center, NY



Eagle Lodge, Gaylord



2013 SNOW RUN TOUR SUPPORTERS

Studboy, Powermadd, Woody's, Togwotee Mountain Lodge, Straightline Performance, Habervision, Sled Divas, Swendson Motorsports, Sly Dog Skis, Bikeman Performance, Boyesen, ROK, Speed FX, MBRP, Castle X,

Fisk Distributing, Discount Tire, Max Sled.com, American Snowmobiler, Snowmobile USA, DooTalk.com, Snow West, Snowmobile Storm

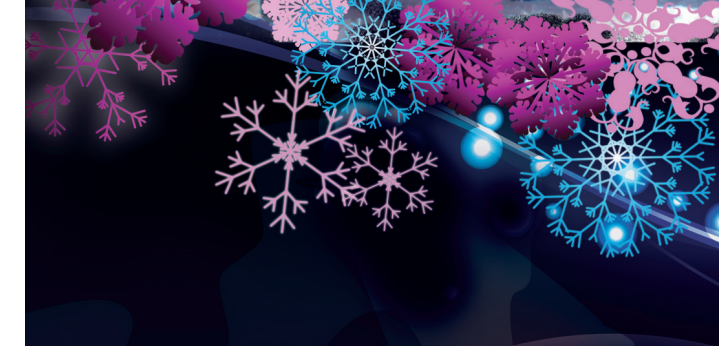


www.pinkribbonriders.com



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

2013 SNOW RUN TOUR



to benefit the



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



2013 Snow Run Tour Schedule

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

7th Annual Minnesota Snow Run:

January 4th & 5th

Location: Sugar Lake Lodge, Grand Rapids

4th Annual North Dakota Snow Run:

January 11th & 12th @

Twin Oaks Resort, Bottineau

Bronze Level: Quality Truck Repair, Montana

Gold level: Snowmobile North Dakota

7th Annual Michigan Snow Run:

January 25th & 26th @

The Eagles Lodge, Gaylord, MI

Host Hotel Sponsor: Quality Inn

Gold Level: Save A Lot

9th Annual New York Snow Run:

February 10th & 11th @

The George Hiltbrandt Rec. Center, Old Forge

Host Hotel Locations: Waters Edge and

Old Forge Camping Resort

Gold level: Central Adirondack Association and

Town of Webb

5th Annual Wisconsin Snow Run:

February 15th & 16th @

Amsoil Championship Derby Track, Eagle River

Host Hotel Locations:

Best Western

2nd Annual Colorado Snow Run:

March 8th & 9th @

Winding River Ranch & Equestrian Center, Grand Lake

Host Hotel Locations:

Western Riviera & Gateway Inn

Gold level: EPS Electronic Payment Services

Thunderstruck

Silver level:

Colorado Snowmobile Association, Grand Adventure

Snowmobile Tours

6th Annual Wyoming Snow Run

March 15th & 16th @

Togwotee Mountain lodge

Silver Level: Brooks Lake lodge

Bronze Level: Action Polaris

Pricing and Deadlines per snow run event

MN:

- Registration is \$115.00 per person until December 1st.
- Late Registration is \$130.00 starting on December 2nd.

ND:

- Registration is \$115.00 per person until December 1st.
- Late Registration is \$130.00 starting on December 2nd.
- Space is limited to the first 100 participants

MI:

- Registration is \$115.00 per person until December 23rd.
- Late Registration is \$130.00 starting on December 24th.

NY:

- Registration is \$115.00 per person until January 8th.
- Late Registration is \$130.00 starting on January 9th.

WI:

- Registration is \$115.00 per person until January 15th.
- Late Registration is \$130.00 starting on January 16th.

WY:

- Registration is \$115.00 per person until December 1st.
- Late Registration is \$130.00 starting on December 2nd.
- Space is limited to the first 100 participants

CO:

- Registration is \$130.00 per person until December 20th.
- Late Registration is \$150.00 starting on December 21st.
- Space is limited to the first 90 participants.



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.

TEAM INCENTIVE

Create a team with a group of friends. The team that has the most amount of funds, in total together, will be recognized. See website for more details.



To sponsor the 2013 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 to participate in and open to all that attend. We encourage you to participate as this is the main fundraising effort of the event.

How to participate:

- Pledge forms are available online to download.
- When you register online, you can create your own fundraising page and emails.
- Rewards levels are cumulative and set on an individual basis for participants that attend the Snow Run event and must be turned in by the event day to be rewarded.
- Registration for event does not count in the levels.
- A top fundraiser will be recognized and the encouraged level to achieve is the 500 club!

\$100 + Pledges -

All receive a gift certificate from Swendson Motorsports.

\$250 + Pledges -

All receive a gift certificate from EVS Sports.

\$500 + Pledges -

Congrats! You made the Snow Run 500 Club. Your name will be listed on the PRR website & you will receive a limited edition PRR Pin and a custom PRR gift. And your name in a drawing for a gift from StudBoy.

\$750 + Pledges -

All receive a gift certificate from Power Madd & your name in a drawing for a gift certificate from Straight Line Performance & a HMK backpack.

\$1,500+ Pledges -

Name in a drawing for a GMAX Helmet & All receive your 2014 Snow Run Registration for

\$100.00.

\$3,000 + Pledges -

Name in a drawing for gift from Togwotee Mountain Lodge & a \$200 MBRP gift certificate. All receive your 2014 Snow Run Registration for \$75.00.

\$5,000+ Pledges -

All receive your 2014 Snow Run registration complimentary & Name in a drawing for a Woody's gift certificate & set of SLY DOG skis.

\$7,500 + Pledges-

All receive a PRR gift and your name in drawing for a Choko gift certificate.

\$10,000+ Pledges -

Name in drawing for PRR event package - 1 night stay & 2 Complimentary registrations for any other 2014 Snow Run event & PRR Clothing certificate valued at \$100.00.

Top Fundraiser receives a gift package valued at \$500 including a HMK Gear Bag and more!