

Hoka Hey Motorcycle Challenge
Policy for Fundraising as a Hoka Hey Motorcycle Challenge Participant

FUNDRAISING

Individuals participating in the HOKA HEY MOTORCYCLE CHALLENGE™ are encouraged to conduct fundraising efforts on behalf of a charity organization or individual. Participants raised over \$500,000 in 2020 and our goal will be to exceed that amount in years to come.

It is the sole responsibility of participants to amass pledges and ensure pledged funds are submitted directly to their charity of choice. It is *not* recommended that the rider personally collect the funds for issue to their charity but, instead, should establish a designated, exclusive account (such as GoFundMe) for nonprofits and should instruct donors to make their contribution directly to the charity or to the designated account.

Promoting for fundraising efforts may include the name of the HOKA HEY MOTORCYCLE CHALLENGE™ as long as it clearly indicates that the Challenge participant is conducting fundraising efforts as a **participant** in the Event and that they are not a representative of the Organization. Use of the HOKA HEY MOTORCYCLE CHALLENGE™ logo will be permitted with written prior authorization only.

Under no circumstances will authorization be granted for Challenge participants to procure merchandise bearing the HOKA HEY MOTORCYCLE CHALLENGE™ logo. Any such merchandise may only be purchased thru the Organization by submitting a written request to info@hokaheychallenge.com. Such request must describe the fundraising concept and must provide a draft of any promotional materials to be used.

There are no cash prizes for any rider participating in the HOKA HEY MOTORCYCLE CHALLENGE™. However, the “Wacantognaka Honorary Award” will be presented to the Challenge participant that raises the most money for his or her respective charity within the calendar year of the Event that the rider participated in. Receipt of the Honorary Award will not be contingent upon finishing the Challenge route but will require proof of receipt from the designated charity or charities. Charitable organizations must publicly acknowledge receipt of final donation via acknowledgment letter or written receipt, not later than November 31st of the calendar year in order for the participant to receive credit for the total amount raised. The Honorary Award shall be presented at the HOKA HEY MOTORCYCLE CHALLENGE™ rendezvous held the following year.

The Wacantognaka Honorary Award for Fundraising remains the property of the property of HOKA HEY MOTORCYCLE CHALLENGE™ but will be retained by the recipient until the next rendezvous, when the trophy will be awarded to a new recipient. Recipients agree to accept responsibility for all shipping costs associated with delivery and return of the Honorary Award to the Organizer in time for the next rendezvous.

Participants who are conducting fundraising on behalf of a charity must NOT misrepresent themselves or the amounts raised. Fraudulent practices not only undermine the public's confidence in legitimate charitable fundraising but can injure the HOKA HEY MOTORCYCLE CHALLENGE™ Organization as well. Deceptive or discriminatory practices may be punishable by law and will not be tolerated by the Event organizers.

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If a bearer of the Wacantognaka Honorary Award continually demonstrates an attitude or action(s) that do not represent respect, honor, integrity or compassion then the HHMC Board of Directors retains the right to ask the individual to return the Award and that rider's name can be removed from all records of the Hoka Hey Motorcycle Challenge.

If it is deemed necessary by the Board of Directors to ask a rider to return the Award a detailed letter will be sent explaining the reasons for this decision. The rider has the right to submit a rebuttal. If the decision stands it is expected that the rider will honor the decision. The HHMC Board of Directors will offer to refund costs associated with the return.

HOKA HEY MOTORCYCLE CHALLENGE™ Board of Directors