Hoka Hey Motorcycle Challenge™
Policy for Wearing of the Hoka Hey Motorcycle Challenge™ Patch Set

The Hoka Hey Motorcycle Challenge (HHMC) patch represents a very select group of riders and should be treated with respect and honor; it can be referred to as a Family Crest. The patch set includes the Center Piece (Indian Head), Upper Banner (Hoka Hey), Lower Banner (Motorcycle Challenge), and the Tag Line (It's a Good Day to Die [original version tag line was It's a Good Day to Ride]).




The combined set represents the Hoka Hey Motorcycle Challenge; the Family Crest (or Logo). The Logo cannot be used by an outside organization or individual without the written permission of the HHMC Board of Directors.

It cannot be disassembled (broken apart) and used in part by an organization or individual without the written permission of the Hoka Hey Motorcycle Challenge™ Board of Directors. The color scheme cannot be changed and used by an organization or individual without the written permission of the Board of Directors.

The Hoka Hey Motorcycle Challenge™ is not a Motorcycle Club (MC) nor is it a Rider or Motorcycle Association. A rider who finishes the Hoka Hey Motorcycle Challenge™ route in accordance with the Terms & Conditions of the Event has certainly earned the right to wear the Challenge patch but the right to wear the Logo (Patch Set) also comes from participating in the Hoka Hey Motorcycle Challenge™ with honor and integrity. Challengers who do not finish the entire route may be considered on a case-by-case basis and exceptions will be founded on the reasons given for not completing the ride.

There is no expectation of a probationary or prospect time frame to be served before earning the right to wear the patches. However, there is an expectation that the bearer of will act with respect, compassion, honor, and integrity while wearing this Family Crest.

If a bearer of our Family Crest continually demonstrates an attitude or action(s) that do not represent respect, compassion, honor, or integrity then the Hoka Hey Motorcycle Challenge™ Board of Directors retains the right to ask the individual to not wear the patch and that individual'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 no longer wear the Crest 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 Board of Directors will offer to refund costs associated with the return and offer to "buy back" the complete set. However, if asked to not wear the Family Crest and the rider does not accept the "buy-back" option there are no legal actions that can be taken by the Organization if a rider chooses to retain and wear the Crest.

The Hoka Hey Motorcycle Challenge™ Board of Directors