

Hoka Hey Motorcycle Challenge™
Veterans Entry Fee Refund Program



In order to honor our Military Veterans and attempt to pay on a debt we cannot repay, the Hoka Hey Motorcycle Challenge™ Board of Directors, with the approval of the Medicine Show LLC., has implemented a process whereby a select number of Active-Duty members and Veterans may be eligible for a partial or full refund of their paid entry fee. The Hoka Hey Motorcycle Challenge™ Veteran Refund Program honors our Soldiers, Airmen, Sailors and Marines, both Active Duty and Veteran, from every branch of service. It is by the actions of our service members, past and present, that this country exists. To qualify for the refund program, you must be a 1st time applicant for the Hoka Hey Motorcycle Challenge™, and you must be a U.S. Armed Forces Active-Duty Service Member or a Veteran with an honorable discharge.

Any potential recipient of the Veteran Refund Program must have been accepted into the 2026 Hoka Hey Motorcycle Challenge™. Once accepted as a verified Hoka Hey Motorcycle Challenge™ participant, and after having been assigned an official Hoka Hey Motorcycle Challenge™ Rider number, an Active-Duty service member or Veteran can submit a Veteran Refund Program application. Each year, the application process begins on Memorial Day and closes on Veteran's Day. All submissions will be considered confidential.

To apply for the Veterans Refund Program:

- Complete and sign refund application
- Attached valid proof of service
 - DD 214 for Veterans (PII¹ Blacked Out)
 - Most recent Personnel Action Order (PII Blacked Out)
- Please provide a brief narrative to describe your military experience.
- Submit completed application packets to steve.briscoe@hokaheychallenge.com

Each packet will be reviewed by a committee that is made up of two (2) Hoka Hey Motorcycle Challenge™ Board Members and two (2) Hoka Hey Motorcycle Challenge™ riders in good standing. All members of the selection committee are veterans in good standing and all have signed a binding non-disclosure agreement. Selections are made by consensus of the selection committee. The selection of the committee is final.

The list of applicants will not be made public. However, the committee will publicly announce the names of eligible recipients who were selected to receive a refund. This announcement will be made on Memorial Day during the same year in which the rider intends to participate. Recipients will be notified via email prior to public announcement. Refunds will be provided prior to the Challenge in question. The Hoka Hey Motorcycle Challenge™ Board of Directors will determine the number of veterans who will receive a full refund and the number of veterans who will receive a partial refund; the amount of the partial refund is also at the

¹ **Personal Identifiable Information (PII)** is defined as: Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means and has the potential to be used by an aggressive agency or individual to gain access that would allow unauthorized release or manipulation of personal data, personal finances, personal medical history/conditions, etc. (Examples of PII include but not limited to: SSN, Date/Place of Birth, Mother's Maiden Name, Credit Card Information, Driver's License, Financial or Medical Records, Passport Information.)

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discretion of the Board of Directors. This program will refund entry fee only and does not provide financial support for fuel, lodging, food, repairs or any other essential requirement of the rider.

All submitted documents from all applicants of the Veteran Refund Program, to include application and supporting documentation, for those selected and for those not selected, will be destroyed after selections are made. No information will be extracted² from any submitted application for use later by Medicine Show LLC., Hoka Hey Motorcycle Challenge™, sponsors, Board Members, or support staff without the express written permission from the applicant. The Medicine Show LLC will retain, for tax purposes only, the notification letter sent to the applicant which will contain the recipient's name, address and amount refunded.

Recipients of the Veterans Refund Program are not restricted from gathering additional sponsors, gratuities, gifts, or support from other sources. Gathering outside sources to support their personal challenge is not a factor for consideration in the selection process.

IT'S A GOOD

DAY TO BE

Motorcycle
CHALLENGE

HOKA HEY MOTORCYCLE CHALLENGE VETERANS' REFUND PROGRAM

² Information contained in the Veteran's Entry Fee Refund application will be used by the selection committee only and only as it is related or needed to make a viable selection. Information contained on the applications will not be shared or discussed with anyone who is not a member of the selection committee; even other Board Members who are not on the committee will not be given access to review or view applications or submitted supporting documents. Once the selections are made all original data, applications, supporting documents, narratives, or notes made by the committee during the selection, to include copies thereof, will be destroyed.