



Harley-Davidson® Dealership & Bowling Center Cross-Promotion Suggestions

Take advantage of a great opportunity to work with your local Harley-Davidson® Dealership in a cross-promotion that will build awareness and increase sign-ups for your "Roll with Harley-Davidson®" bowling league. In a joint marketing venture with Leading Edge Promotions, Harley-Davidson® corporation has arranged to send a correspondence to their 600+ dealerships across the country. They will inform them of the "Roll with Harley-Davidson®" bowling promotion and encourage them to work with their local bowling center in a cross-promotion effort. Each dealership will receive the attached marketing materials in an effort to encourage and assist marketing the Roll with Harley-Davidson® bowling league. In addition, they will have the opportunity to purchase one ball and one pin to display in their dealership to help attract interest in the league.

Harley-Davidson® is the #1 selling motorcycle in America with a fiercely loyal customer base. Each local dealership has access to thousands of Harley-Davidson® customers that can be introduced to this promotion and to your bowling league through displays, word of mouth, email and direct mail campaigns. These kinds of communications can equate to lots of new bowlers in your league this fall!

Although it isn't mandatory for the dealerships to work with you, they will certainly be open to new business opportunities that you can offer them in a cross promotion. And with the encouragement from their corporate headquarters, a call from you should be accepted warmly. In exchange for implementing some of the cross-promotion ideas below, the dealers may be open to displaying posters, sales flyers or even sample balls and/or pins at their dealership. The ideas below are examples and are meant to be used as a springboard from which your actual cross-promotion activities will be developed and finalized. We encourage you to use your creativity!

Here are a few example cross-promotion ideas to get you started:

Consider using events like these to recruit bowlers for the Harley-Davidson® Bowling League.

- **Harley® Bike Display:** Have the dealer park a motorcycle prominently in the concourse of your bowling center with brochures and contact information advertising the dealership, apparel and accessories. Having the bike on display will call attention to your Harley-Davidson® Bowling League promotion and will enhance your advertising efforts for the league.
- **Harley® Biker Night:** Stage a Harley® Biker night at the bowling center. Work with the dealership to offer their customers a fun night of bowling with discounts on bowling and food to all customers that attend wearing Harley-Davidson® logo'd merchandise or apparel. As a value-added benefit to being a loyal customer of their dealership, have the dealership invite and encourage their customers to attend the Harley® Bike Night for a fun, money-saving night out with their fellow Harley® Biker friends.
- **Night of Bowling for the Dealership employees:** Offer the dealership a bowling party for their employees and their families to remind them how fun bowling is in exchange for advertising the league in their dealership.
- **League Discount to Dealership:** Offer a discount to the dealership employees to bowl in the league. If they are bowling in the league, they will help recruit friends and customers to bowl with them.
- **Joint Email Blast:** Offer to promote the dealership to your customer database with an email blast advertising the league. Encourage the dealer to offer a discount coupon on Harley-Davidson® accessories and apparel as an exclusive offer to your customers. In exchange, offer the dealership a free game of bowling coupon to email their customer database in addition to advertising your bowling league. (See attached Email template)
- **Display Exchange:** Set up a display table at the center for the dealership with samples of their H-D® accessories, and apparel. Have them include brochures and special discounts for bowling customers at the center. This would also be a good combination with displaying a motorcycle at the center. Produce a banner or poster to help advertise the partnership for both locations. Display the Harley® bowling ball and pins with sign up sheets and sales flyers promoting the Harley-Davidson® Bowling League at the dealership. (See attached customizable poster and sales flyer)
- **Joint Advertising Campaigns:** Look into various forms of advertising (like radio remotes) and consider pooling or sharing the costs to advertise both the dealership and the bowling league in the same communication. Work together with the dealership to create a print or broadcast ad promoting the Roll with Harley-Davidson® Bowling League and the partnership with the dealership. Contact local newspapers and create a press release about the partnership. It may lead to a newspaper story and free advertising. Create a joint direct mail campaign combining your respective databases. Advertise the dealership on your web site and in return have the dealership advertise the Harley® league on their web site with links to your center's web site.