

THE
DISTINGUISHED
GENTLEMAN'S

★ LIVE TWEED

Ride

★ RIDE DAPPER

PROUDLY SUPPORTED BY

TRIUMPH

★
ZENITH
SWISS WATCH MANUFACTURE SINCE 1865



THE WORLD'S LARGEST MOTORCYCLE CHARITY EVENT

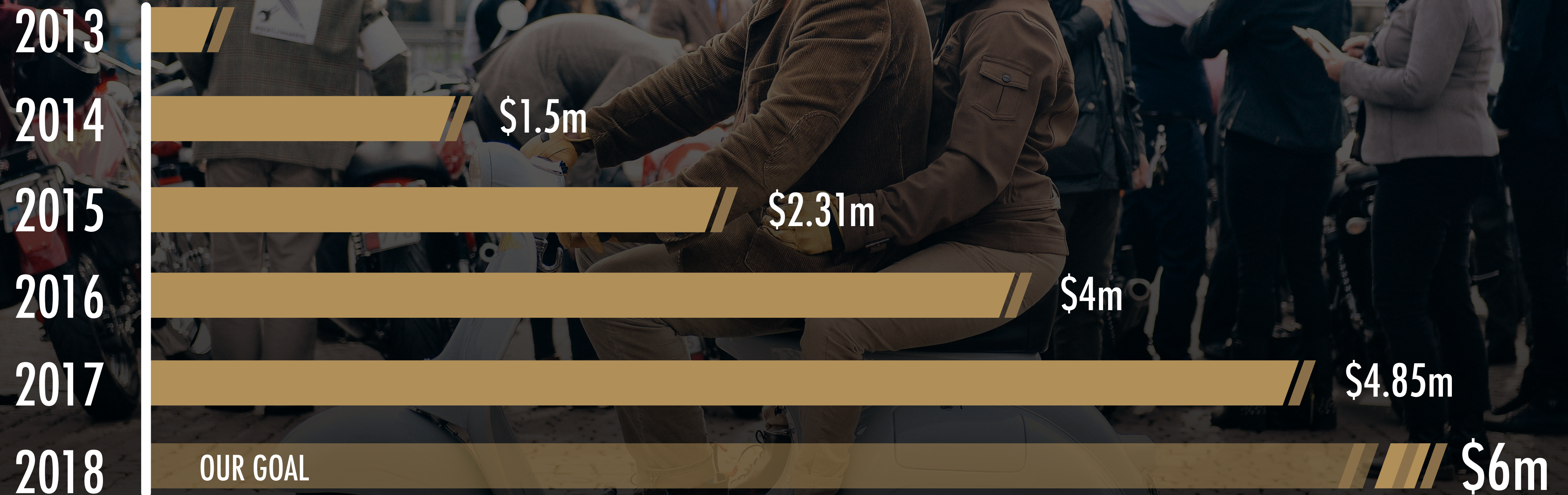
ELEGANT STYLE, DISTINGUISHED RIDERS, CLASSIC & VINTAGE MOTORCYCLES UNITED FOR A CAUSE

The Distinguished Gentleman's Ride has rapidly established itself as the world's most spectacular global charity event raising funds and awareness for prostate cancer and men's mental health on behalf of charity partner the Movember Foundation.

In 2017 more than 95,000 smartly dressed gentlefolk in 582 cities across 92 countries united upon their classic and vintage style motorcycles in support of the cause.

Join the journey as The Distinguished Gentleman's Ride returns Sunday September 30th 2018, with an expected 120,000 registered participants, a global reach of over 2 billion people and a goal to raise over \$6 million USD for charity.

GENTLEFOLK GIVING TO MENS HEALTH



\$12.91 MILLION USD RAISED SO FAR



GLOBAL REACH AND ENGAGEMENT

95K PARTICIPANTS

92 COUNTRIES

582 CITIES WORLDWIDE

REACH 2 BILLION LIVES

5.9 MILLION ENGAGED

ALL FIGURES BASED ON THE 2017 DISTINGUISHED GENTLEMAN'S RIDE CAMPAIGN

OUR DISTINGUISHED GENTLEFOLK



80% MALES

20% FEMALES

FEMALES UP BY 10% SINCE 2015

SUPPORT YOUR LOCAL RIDE

HOW YOUR BRAND & DGR CAN WORK TOGETHER LOCALLY

If you're interested in supporting this fantastic cause and connecting with your local audience, we would love your support. We believe local brands have a great opportunity through DGR to connect with local gentlefolk on a more intimate level.

THUMBNAIL LOCAL RIDE SPONSOR

- \$200 USD - \$500 USD per thumbnail per ride page
- \$500 USD thumbnail is larger and limited to 4 per ride
- Additional opportunity to provide giveaway prizes or services at the local event on top of the \$200 USD - \$500 USD commitment
- Thumbnails are viewable on ride city web page and all riders profiles in that local city. Examples at end.

MAJOR LOCAL RIDE SPONSOR

- Business logo upon local event media wall
- Announcement upon local ride Facebook event page
- Opportunity for pre-event functions and activations
- Logo placement via the official ride event page
- Logo placement via the local event rider profiles
- Promotion as an official local event sponsor
- Additional support, at the discretion of Ride Host
- \$5,000 USD commitment

A woman with long dark hair is wearing a black leather helmet with goggles and a brown fur collar. She is looking off to the side with a slight smile. She is riding a motorcycle, with the handlebars and mirrors visible. The background is a blurred city street with buildings and other motorcycles.

FOR LOCAL THUMBNAIL SPONSORSHIP VISIT **HERE**

FOR MAJOR LOCAL SPONSORSHIP PLEASE CONTACT
DGR HQ DIRECTLY AT
SPONSORSHIP@GENTLEMANSRIDE.COM



2018 LAUNCH VIDEO



2017 WRAP UP VIDEO



OFFICIAL WEBSITE



OFFICIAL FACEBOOK

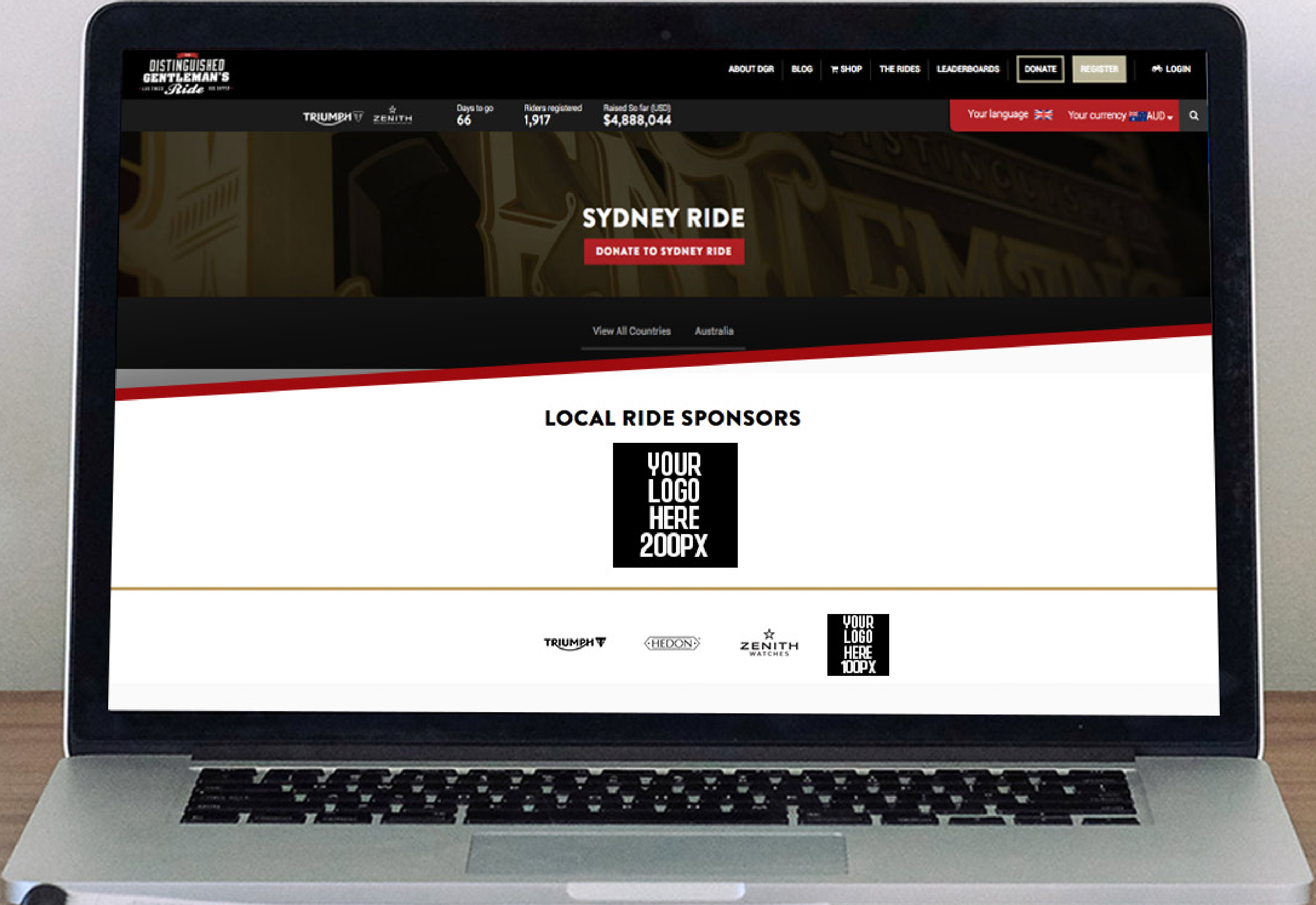


OFFICIAL INSTAGRAM



GLOBAL GALLERY

RIDE DETAILS PAGE



RIDER DETAILS PAGE

