

## HOG Rally Meeting Highlights

Event dates: Wednesday, June 19 – Saturday, June 22

Participants: Over 800 participants already registered, 1,000 -2,000 more expected to register

Registration Hotel: The Clarion Hotel (formerly the Lee Jackson)

Event Headquarters: Grove's Harley Davidson

Most participants will go on rides Wed. - Friday until about 4 p.m. Expect the largest crowds Friday evening after 5 p.m. and Saturday from noon until 3 p.m.

**Harley Wedding** to take place on the Old Courthouse steps Friday, June 21 at 6 p.m.

- All rally participants will receive an invitation to attend

**Friday Night Live** - Rally participants are also invited to attend Friday Night Live and the event footprint will be enlarged to include the Old Courthouse lawn area.

### **Parade**

- Saturday, June 22 there will be a motorcycle parade
- Starting at Grove's Harley around 11:45 ending in Old Town Winchester
- Motorcycle parking will be in the two blocks of Cameron Street (from Piccadilly to Cork). This area will be closed to thru traffic.
- Parade attendees are expected to patronize downtown restaurants and shops from noon until approximately 3 p.m.

An historical scavenger hunt will be offered to participants around Old Town Winchester.

HOG Rally organizers do not make a profit on this event. They are working to donate proceeds to NW Works.

### **Suggestions for Businesses**

Shops are encouraged to have shipping options for attendees. Ideally shops should have basic shipping costs predetermined so attendees wishing to make a purchase could have items shipped for them and know what it would cost up front.

Additional staffing is suggested for restaurants during noon – 3 on Saturday, June 22. Restaurants may want to consider a limited menu or buffet option.

Jack Daniel's is one of their sponsors and would be interested in having promotional items at restaurants which serve Jack Daniel's.

Businesses are welcome to include promotional material in the rally registration bags. All items to be included need to be dropped off at the OTW Welcome Center by 4 p.m. Friday, June 14. A reminder email will be sent out closer to the date with the number of items needed for the bags. OTW will also be creating a promotions sheet and collecting promotions for people who just want to be included on a list placed in the registration bag for attendees.