

**29TH  
ANNUAL**



# Sandy Corley

JULY 20 - 22, 2017

# Memorial Run

*Helping those in the fight of their lives by raising funds for cancer care along the Lakeshore.*



20 years = \$1 million

8 years - \$2 million

**WOW!! Watch us grow!!**



**SANDY CORLEY**

In 1989, local businessman Sandy Corley, owner of Sandy's Harley Davidson Sport Center, and charter member of the Fremont Harley Owner's Group (HOG) Chapter #2232, lost his battle with cancer. His family proudly continues to operate the business today, with Marilyn "Ma" Corley the ever-proud matriarch leading the pack.

Shortly after Sandy's passing, and in his memory, Barb VanBogelen gathered a group of 56 friends to ride 75 miles in the cold rain and sleet to begin what is known as the Sandy Corley Memorial Run.



This year marks the 29th Annual Sandy Corley Memorial Run, to be held July 20, 21, & 22 at the Double JJ Ranch in Rothbury, Michigan.



The progression of the Run has been eventful and steady. We went from a small hometown run to one known across the country, with nearly 20,000 in attendance for the three day event.



From the fundraising events in January to the Check Presentation Ride in August, our volunteers work to make the Sandy Corley Memorial Run one of the premier charitable motorcycle events in the Midwest.





www.SandyCorley.com



Our dedicated, ***ALL-VOLUNTEER*** Cancer Run Board, originally made up of only the Fremont HOG Chapter members, is now fortunate to have a diverse group of passionate “Friends of the Sandy Corley Memorial Run”.

This hardworking group takes on all aspects of coordinating a week-end-long event full of concerts, scenic rides, field games, the World Famous HOG Auction, to name just a few of the weekend’s events.

Along with hundreds of volunteers and thousands of participants that also believe in our cause, our combined efforts ensure that when we are done, we will have made a difference in the lives of many on the Lakeshore who are fighting cancer.



Every household has been touched by cancer in some way. It is our goal to help patients in their fight against this disease by providing assistance, education, and cutting edge treatment at the Johnson Family Cancer Center at Mercy Health in Muskegon.

The Sandy Corley Memorial Run continues to grow bigger each year.

As of August 2016, our cumulative donation total has reached

**\$2,010,742.83!**

***YES, over \$2 MILLION donated in the fight against cancer!!***



# ***Please Help us in this Fight!***

Won't you join us in making a generous commitment today, knowing that in these difficult times, times are even more difficult for those diagnosed with cancer? Associate your business as a champion helping to make the very best in cancer diagnosis and treatment available right here along the Lakeshore.

From the Platinum Main Stage Package to our Bike Show, we have sponsorship opportunities to fit every business, and every budget, with a wide variety of ways for you to show your support.

Our T-Shirt Sponsorship is a popular package, with your logo printed on the annual shirts and on our website, as well as your banner displayed on the grounds.

Have a few extra hours to spare?  
Volunteer on the event grounds and be a hands-on part of the fun!  
Have something cool in your inventory?  
Donate it to our Famous HOG auction, or be a vendor for the weekend!

If you would like to join us in our efforts, please complete the enclosed Sponsor Card and return it to us by May 1st.

For more information on sponsorships, contact Karen Corley at 231.924.3020, find us on Facebook, or visit us at [www.SandyCorley.com](http://www.SandyCorley.com).



***The Sandy Corley Memorial Run Board, supporters, and benefactors thank you, in advance, for your generous contribution.***

*The Sandy Corley Memorial Run is a 501©(3) organization.  
All donations are tax deductible as allowed by law.*



Every year, we are blessed with a huge turnout of volunteers.

Every year, we are blessed with an ever-growing number of supporters.

Every year, we are blessed with dedicated sponsors like you.

## *A Letter from the President...*

### OFFICE OF PHILANTHROPY

Building Philanthropy



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1111 E. Sherman Boulevard  
Suite 2000  
Muskegon, Michigan  
231.672.3000 Phone  
231.672.8000 Fax

[MercyHealthLiving.com](http://MercyHealthLiving.com)

December 2016

Dear Friends,

The *2017 Sandy Corley Memorial Run* will mark the 29<sup>th</sup> year a remarkable group of individuals, the Fremont Harley Owners Group, have devoted their time, talent and resources to an event with a singular focus—to be sure families along the West Michigan lakeshore have access to the best treatment available when a loved one is facing a journey with cancer. Year after year, they tirelessly plan and execute three days of camping, entertainment and fellowship, attracting participants from all over the United States. Since 1988, the *Sandy Corley Memorial Run* has raised over \$2 million in proceeds to support services for cancer patients, thanks in large part to the generosity of their community partners.

Our lives take many turns...and often unexpected turns that take us from the path we may have expected. A cancer diagnosis can be one of those. And yet, with having a facility like Mercy Health's Johnson Family Cancer Center and the expertise of skilled clinicians, *close to the support of loved ones*, more and more patients are finding themselves back on a path of health and wellness as survivors. Gifts and sponsorship commitments made to the 2017 event, which are secured by the volunteers from the Fremont Harley Owners Group, along with family and friends of the Corley family, will directly assist local oncology services for patients in our West Michigan lakeshore communities.

As President of Mercy Health Muskegon, it is both my honor and pleasure to write this letter in support of the upcoming *2017 Sandy Corley Memorial Run*. To have you embrace this event means a great deal, not only to Mercy Health but also most importantly, to the patients and the communities we serve. Mercy Health is a not-for-profit 501(c) (3) healthcare organization. All donations received in support of the *Sandy Corley Memorial Run* are tax deductible as allowed by law. The hospital's tax-exempt ID number is 38-2589966. Thank you in advance, for your consideration and support of the *2017 Sandy Corley Memorial Run*.

Sincerely,



Greg Lodinis, President  
Mercy Health Muskegon



*For information about the  
Johnson Family Cancer Center,  
contact Amber Wallace at 231.672.6976.*

## **2017 Sponsorship Opportunities**

We guarantee that **100% of the proceeds** from our event are donated to benefit cancer patients at the Johnson Family Cancer Center. As with all successful non-profit organizations, we strive to offer sponsorship opportunities to businesses both large and small.

Please take a look at the sponsorship opportunities the we offer. Select the package that best fits your business, fill out the enclosed card, and mail it back to us. It's that simple!

### **PLATINUM MAIN STAGE SPONSOR \$10,000**

*Donation includes:*

- ◆ Tickets and SCMR t-shirts for 8
- ◆ Your banner on Main Stage
- ◆ Meet & Greet with bands
- ◆ Recognition in flyers & print ads
- ◆ Your logo on SCMR website & SCMR t-shirt
- ◆ Display space in the vendor area during event



### **GOLD SIDE STAGE SPONSOR \$5,000**

*Donation includes:*

- ◆ Tickets and SCMR t-shirts for 6
- ◆ Your banner on Side Stage
- ◆ Recognition in flyers & print ads
- ◆ Your logo on SCMR website & SCMR t-shirt
- ◆ Display space in the vendor area during event



### **SILVER FIREWORKS SPONSOR \$3,000**

*Donation includes:*

- ◆ Tickets & SCMR t-shirts for 4
- ◆ Recognition in flyers & print ads
- ◆ Your logo on SCMR website & SCMR t-shirt
- ◆ Your banner near display area
- ◆ Display space in vendor area during event



### **BRONZE FIREWORKS SPONSOR \$1,000**

*Donation includes:*

- ◆ Tickets & SCMR t-shirts for 4
- ◆ Recognition in flyers & print ads
- ◆ Your logo displayed on SCMR website & SCMR t-shirt
- ◆ Your banner near display area

### ***COMMITMENTS MUST BE RECEIVED BY MAY 1st.***

*The Sandy Corley Memorial Run is a 501©(3) organization.*

*All donations are tax deductible as allowed by law.*

*For more information on the SCMR event, contact Karen Corley at 231.924.3020.*

## 2017 Sponsorship Opportunities

### T-SHIRT SPONSOR \$500

*Donation includes:*

- ◆ Tickets & SCMR t-shirts for 2
  - ◆ Recognition in flyers
  - ◆ Your logo displayed on SCMR website & SCMR t-shirt
  - ◆ Your banner displayed on event grounds
- COMMITMENT MUST BE RECEIVED BY MAY 1st**

### GOLF CART SPONSOR \$300

*Donation includes:*

- ◆ Your corporate ad/logo traveling around our event grounds throughout the event.

### BIKE SHOW or FIELD EVENT SPONSOR \$150

*Donation includes:*

- ◆ Banner you provide displayed in the Bike Show or Field Events area, located near the beverage tent and vendor areas.



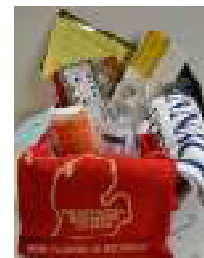
### ADDITIONAL WAYS TO CONTRIBUTE:

The Sandy Corley Memorial Run is very sensitive to these economic times, and there are many additional ways in which you can contribute and support our fundraising efforts.

- ◆ **RAFFLE BIKE DISPLAY & TICKET SALES** - We display our Custom Harley Davidson raffle bike at your business to promote & conduct ticket sales. All ticket sale proceeds go to SCMR.
- ◆ **PROVIDE ITEMS FOR OUR BENEFIT AUCTION** - On Friday of our event, we hold our World Famous HOG Auction. Donate items to be auctioned off, with all proceeds going to SCMR.
- ◆ **PURCHASE A BLOCK OF EVENT TICKETS** - Use SCMR tickets for promotion or employee incentives & give-aways!
- ◆ **BE A VENDOR ON THE EVENT GROUNDS** - Advance reservation. You provide the tent & personnel. No electric or water hook up. See [www.SandyCorley.com](http://www.SandyCorley.com) for more info.

- ◆ **VOLUNTEER!!** Gather a group of your employees and volunteer during our event...wear your corporate t-shirts!
- ◆ **SPONSOR OUR BENEFIT BASH** -- Held in March this year, the Benefit Bash is an annual fundraiser held at the Grand Haven Eagles. Dinner, live music and dancing, door prizes, a silent action...lots of fun!
- ◆ **GET IN EARLY FOR NEXT YEAR!** - Each year, we sell tens of thousands of Raffle Bike tickets - our biggest single portion of the donation. Be the EXCLUSIVE advertiser on the back of the raffle tickets for the 30th Annual in 2018!!

**\*\*\*HAVE ANOTHER SPONSORSHIP IDEA? LET US HEAR IT!!! \*\*\***  
**FOR MORE INFORMATION, CALL KAREN CORLEY AT 231.924.3020.**





[www.SandyCorley.com](http://www.SandyCorley.com)

