



Crime Stoppers of Pinellas County, Inc., is announcing our First Annual 'Coast Riders Motorcycle Run,' benefitting Crime Stoppers, a charitable 501c (3) non-profit organization, where the media joins volunteers from the private sector, law enforcement, local organizations and local businesses in an effort to solve crime within the community.

Join us on this unique, police escorted 31 mile ride that will run non-stop from Tierra Verde Resort Marina to Coachman Park in Clearwater, FL.

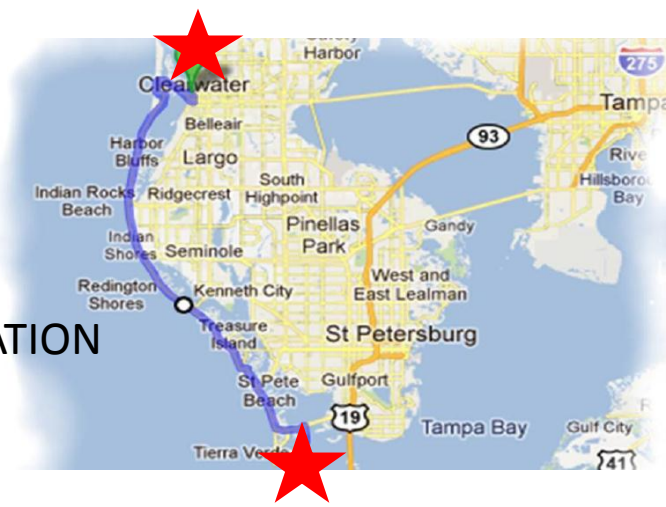
It is through dedicated riders and supporters like you that allow Crime Stoppers to achieve our goals. By working together with law enforcement, the community and the media, Crime Stoppers has been instrumental in the arrest of more than 703 individuals clearing over 1,652 case and recovering more than \$4.5 million in stolen property and narcotics.



1-800-873-TIPS (8477)



## EVENT INFORMATION



- DATE: Saturday, February 11, 2012
- COST: \$25 per rider and \$10 per passenger  
*Veterans and Law Enforcement no charge for passengers*
- LOCATION: Start at Tierra Verde Resort Marina – End at Coachman Park
- TIME: Registration starts at 8:00 A.M.  
Breakfast snacks 8:00 A.M. to 9:30 A.M.  
Kick Stands up at 10:30 A.M. (*arrive fueled*)
- POST EVENT: Live Music  
Sponsor demonstrations and displays  
Food  
Music  
Entertainment
- RAFFLE: Courtesy of Fletcher's Harley Davidson  
\$20 per chance to win a 2012 FDXC  
Only 1,000 chances are being sold!  
Winner will be chosen at Coachman Park on 2/11





## February 11, 2012

Join us for this unique, police escorted 31 mile ride that will run non-stop from Tierra Verde Resort Marina to Coachman Park in Clearwater!

### Sponsorship Opportunities:

#### Presenting Sponsor: \$5,000

- Name included in the Title of the event
- Logo on event t-shirt
- Company name or logo included on the following promotional materials that we participate in: Print Ads, Cable TV Ads, Flyers, Banner, Signage, Website, Social media and Press Releases
- 12 event registrations
- Company banner can be displayed at post event celebration
- 20' x 10' display booth\* or area at post event celebration and customized integration into event

#### Package Pick Up Sponsor: \$2,500

- Logo on event bags at package pick up party
- Logo on event t-shirt
- Company name or logo included on the following promotional materials that we participate in: Print Ads, Cable TV Ads, Flyers, Banner, Signage, Website, Social media and Press Releases
- Registration and display at pre-event party
- 6 event registrations
- Company banner can be displayed at post event celebration
- 10' x 10' display booth\* at post event celebration for product placement and display\*
- Sponsor verbally recognized at the event

#### Easy Rider: \$1,000

- Company name or logo included on the following promotional materials that we participate in: Print Ads, Cable TV Ads, Flyers, Banner, Signage, Website, Social media and Press Releases
- 6 event registrations
- Company banner can be displayed at post event celebration
- 10' x 10' display booth\* at post event celebration for product placement and display\*
- Sponsor verbally recognized at the event

#### Display Sponsor: \$500

- 4 event registrations
- Company banner can be displayed at post event celebration
- 10' x 10' display booth\* at post event celebration for product placement and display\*
- Sponsor verbally recognized at the event

#### Program Sponsor: \$100

- Your business card size ad in the Event Tri-fold and opportunity to include bounce back coupons in package pick-up bags at the pre-event party

*\*your expense, however we can provide for an additional set up fee*

# **2012 Crime Stoppers Coast Riders Motorcycle Raffle**

## **Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The 2012 Crime Stoppers Coast Riders Motorcycle Raffle (the "Raffle") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. The following are not eligible for the Raffle: (1) employees, agents and directors of Crime Stoppers of Pinellas County ("Sponsor"), Bayshore Marketing Group, Inc. ("Administrator"), Fletcher's Harley Davidson and each of their parent, subsidiary, successors, assignees, and affiliated companies, and their respective advertising and promotion agencies (collectively, the "Raffle Entities"); (2) persons providing support services to Crime Stoppers of Pinellas County or its parent, subsidiaries, or affiliate companies (whether those persons are employed by agent or not); and (3) the "immediate family members" and/or "household members" of any of the persons set forth in (1) or (2) above. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings or spouses. "Household members" shall mean people who share the same residence at least three months per year. By entering the Raffle, participants agree to abide by all terms of the Official Rules and Regulations applicable thereto. Subject to all applicable local, state and federal laws and regulations. Void in Puerto Rico and wherever prohibited or restricted by law.

**2. Sponsor:** Crime Stoppers of Pinellas County, 10750 Ulmerton Road, Largo, FL 33778. The Raffle administrator is Bayshore Marketing Group, 116 131<sup>st</sup> Avenue East – Unit E, Madeira beach, FL 33708.

**3. Timing:** The Raffle begins on Monday, November 14, 2011 at 9:00 a.m. Eastern Time ("ET") and ends on February 11, 2012 at 11:00 a.m. ET (the "Raffle Period"). Entry forms will be available On-Line at [www.crimestopperscoastriders.com](http://www.crimestopperscoastriders.com) and at various Motorcycle Rallies, Events and Displays that the 2012 Crime Stoppers Coast Riders Raffle team is present. For a complete list of Events and locations send an email to [laurie@bayshoremarketinggroup.com](mailto:laurie@bayshoremarketinggroup.com).

**4. How to Enter:** To enter either (i) attend one of the Events, complete a Raffle entry form to be entered into the random drawing (a suggested minimum \$20 contribution is suggested), or (ii) send a 5" x 5" post card entry with your full legal name, address, city, zip, phone and e-mail. (Form must be completed in its entirety; no fields may be left empty. Incomplete entries are void. Entries generated by script, macro or other automated means are void.) You must also include a self addressed stamped envelope where you want the Raffle Ticket mailed to. All requests must be submitted and received no later than February 1, 2012. Limit one (1) entry per person for the duration of the Raffle Period. Multiple entries received from any person after the first entry received from that person will be void regardless of the method of entry used. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Providing Crime Stoppers Coast Riders with consumer information for re-contact is not required to enter the Raffle. You may opt-out from receiving communications from Crime Stoppers Coast Riders at any time.

**5. Drawings:** Administrator will select the potential prize winner by random drawing from all eligible entries received during Raffle Period at 12 noon on Saturday, February 11, 2012. The potential winner will be notified by telephone or e-mail on or about Monday, February 13, 2012. If the potential winner cannot be contacted within forty-eight hours following the first attempt at notification, the potential winner forfeits prize and another name will be randomly drawn from all remaining eligible entries. In the event that a potential winner is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. A potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. Any potential Raffle winner is subject to verification by Sponsor or Administrator. Odds of winning Raffle are 1 in 1,000 or less depending on the total number of Raffle tickets sold or distributed during the Raffle Period or how any raffle tickets you purchase. No more than 1,000 will be sold or distributed.

**6. Verification of Potential Winner:** Potential winner will be required to execute and return a grand prize acceptance form, an affidavit of eligibility & liability release and, except where prohibited by law, a publicity release ("Winner Documents") within seven (7) days of issuance. Failure of the potential winner to complete and submit the Winner Documents or noncompliance with these Official Rules will result in disqualification and an alternate winner may be selected in Sponsor's discretion.

**7. Grand Prize:** One (1) Grand Prize will be awarded. The Grand Prize Winner will be awarded a 2012 FXDC Harley Davidson paid for by sponsorship funds received for this Event. The approximate retail value ("ARV") of the Grand Prize is \$12,668.25. Winner is solely responsible for any expenses in connection with the receipt or use of the prize not expressly described herein as being awarded including, without limitation, the following: federal, state or local taxes, including, without limitation, income taxes; insurance, title transfer, registration fees, and/or additional options, additions or equipment. All taxes with respect to the value of any prize, including federal, state and local income, sales and other taxes and fees, are the sole responsibility of the winner. Motorcycle must be picked up at Fletcher's Harley Davidson at 17129 US Highway 19 North, Clearwater, FL 33764. Grand Prize Winner must have a valid driver's license which permits operation of a motorcycle in the Grand Prize Winner's state of residence and proof of insurance to take delivery. The Grand Prize Winner will be issued an IRS form 1099 and the value of a prize might be considered taxable income. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor. Winners may not substitute, assign or transfer prize or redeem prize for cash. All prize details are at Sponsor's sole discretion.

**8. Release:** Entrants, by participating, agree that Sponsor, Administrator, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Raffle Entities") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Raffle, or any activity associated herewith.

**9. Publicity:** Except where prohibited, participation in the Raffle constitutes winner's consent for Sponsor's and its agents' use of his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without any further compensation, notification or permission, except where prohibited by law.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Raffle, or any part of it, if the Raffle, or any portion thereof, is compromised by virus, worms, bugs, non-authorized human intervention, any fraud, mechanical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Raffle, as determined by Sponsor and Administrator in their sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Raffle or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner and all associated entries will be void. Any attempt by any person to deliberately undermine the legitimate operation of the Raffle may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. In the event Sponsor is prevented from awarding a prize or continuing with the Raffle as contemplated herein by any event, including but not limited to fire, flood, natural or man made epidemic of health or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the such portion of the Raffle.

**11. Limitations of Liability:** The Raffle Entities are not responsible for: (1) any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Raffle; (2) lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (3) unauthorized human intervention in any part of the Raffle; (4) errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Raffle, including, without limitation, any error or difficulty which may occur in the administration of the Raffle, the processing of entries, the announcement of the prizes or in any Raffle-related materials; (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Raffle or downloading materials from or use of the website or receipt or use or misuse of any prize; or (6) lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible, unintelligible, invalid or postage-due mail, entries or email. If for any reason an entrant's entry is confirmed to have been erroneously lost or otherwise destroyed, entrant's sole remedy is another entry in the Raffle, provided that if it is not possible to award another entry due to discontinuance of the Raffle, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Only one (1) prize will be awarded.

**12. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Raffle or any prize awarded shall be resolved individually, without resort to any form of class action. (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Raffle, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Raffle, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

**14. Raffle Results:** The name of the prize winner may be obtained after February 20, 2012, by sending a self-addressed stamped envelope to Bayshore Marketing Group, 116 1331<sup>st</sup> Avenue North, Unit E, Madeira Beach, FL 33708. Requests for winner's name must be received by April 1, 2012.