

THE SCOOTER RELIEF FUND MOBILE VESPA HERITAGE MUSEUM

A National Rolling Experiential Campaign & 501(c)(3) Charitable Initiative

The Opportunity: The Vespa Club of America is launching a mobile, cross-country heritage museum to showcase iconic mid-century Italian powered two-wheeler design and culture. Moving beyond traditional static events, this rolling exhibition transforms highways, city plazas, and enthusiast rallies into high-visibility brand activations while operating as an official fundraiser for the Scooter Relief Fund.

CAMPAIGN & AUDIENCE METRICS

1,700+ Active Club Members to support	5,000+ Cross-Country Miles	50,000+ Direct Event Foot Traffic	100% Tax-Deductible CSR Assets
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DRIVING REAL COMMUNITY RELIEF

The Scooter Relief Fund 501(c)(3): Originally established in 2005 to aid riders devastated by Hurricane Katrina, this official fund provides emergency financial grants to scooterists nationwide facing natural disasters, sudden accidents, or severe medical crises. 100% of the proceeds generated by this mobile tour directly fund emergency community grants.

SPONSORSHIP ACTIVATION OPPORTUNITIES

Title Partner \$35,000 (1 Available)	Full exterior vehicle vinyl trailer wrap naming rights (e.g., 'The [Brand] Mobile Vespa Heritage Tour'). Prime billing across all national press releases, digital media assets, and regional rally maps.
Logistics & Route Partner \$12,000 (2 Available)	Prominent logo placement on the main towing vehicle and dedicated social media 'travel log' video integrations across every highway fueling stop and border crossing.
Preservation & Gallery Sponsor \$8,000 (3 Available)	Branding rights inside the mobile museum footprint on physical display chocks, interactive gallery plaques, and direct integration of custom product showcase QR codes.
Growth & Underwriting Sponsor \$5,000 (Multiple)	Directly subsidizes onboarding and application fees for new regional riders. Features corporate logo placement on the internal interactive museum 'Giving Wall' and custom donor kiosks.

EXPECTED SPONSOR RETURN ON INVESTMENT (ROI)

- **High-Value Content Studio:** High-definition cross-country vertical video creation (Instagram Reels, TikToks) showcasing your product against iconic retro backdrops.
- **Corporate Social Responsibility (CSR):** Fully customizable marketing integrations directly compliant with corporate corporate giving and tax write-off frameworks.
- **Merchandise & Distribution:** Strategic integration of brand logos on all limited-edition tour apparel and localized physical rally badges.

THE MUSEUM ITSELF

- Filled with American market Vespa, Allstates, Cushman's, Sears
- A lifetime collection from one of our founding members of Brochures, technical manuals, Posters, writings
The Museum strives to be a living Library of American Vespa Culture and Literature.
- **Interactive displays:** focused on tools, repairs, and espresso celebrating all things Italian American



The 2027 tour

July 10-12 Festa Italiana Milwaukee, WI

July 12-17 Our Lady of Mount Carmel Feast Hammonton, NJ

August 13-14 Feast of the Assumption Cleveland, OH

August 27–30 St. Anthony's Feast Boston MA

September 17 - 27 Feast of San Gennaro New York NY