



## LACONIA MOTORCYCLE WEEK® ASSOCIATION

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www.laconiamcweek.com



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To, all vendors, sponsors and patrons:

Thank you for supporting **Laconia Motorcycle Week®!**

The Laconia Motorcycle Week® Association and Hot Leathers® have collaborated on the management of the longstanding trademark “Laconia Motorcycle Week®”.

“Laconia Motorcycle Week®” is a mark known worldwide. To enhance the brand, the formal step of registering the mark is complete. This enables the Laconia Motorcycle Week® Association to control and maintain the use of the mark, as well as assure the quality of products offered to the Rally’s customers.

The Laconia Motorcycle Week® Association works year-round coordinating, promoting and enhancing the Rally in order to sustain numbers from our returning visitors and increase attendance from potential first-time Laconia Motorcycle Week® enthusiasts. Our mission’s work is done with countless hours of time, travel and effort and with the help of long-standing partnerships we’ve created over the years.

As we continue the “Countdown to 100” with our **93<sup>rd</sup> Anniversary from June 11<sup>th</sup>-19<sup>th</sup>, 2016**; we invite all of you to work with us in this effort through your support and respect for our name and trademarks. We look forward to the opportunity to speak with any business, vendor, sponsor, and patron who is interested in licensing our trademarks for the 93<sup>rd</sup> Anniversary as well as future years. We will continue to work hard promoting this Rally to all motorcycle enthusiasts world-wide as we continue to raise our brand awareness and keep the party going past 100 years!

On behalf of the board of directors for the Laconia Motorcycle Week® Association, we thank you for your efforts and continued support of America’s Original Riding Rally® and we wish you all a safe and successful year!

If you have any questions or would like more information, please do not hesitate to call us at: 603-366-2000 or 603-387-5944.

### Trademarks Include:

- Laconia Motorcycle Week®
- Laconia Bike Week®
- The World’s Oldest Motorcycle Rally®
- Laconia Motorcycle Rally®
- In Laconia, We Ride®
- America’s Original Riding Rally®

Thank you!

Charlie St. Clair  
Executive Director