



ROLLING USA

JULY 2026

HARLEY-DAVIDSON
MUSEUM

THE **RIDE** HOME
& Generating a Lead Machine



JULY 1 - JULY 31

ROLLING MILWAUKEE



Your dealership is the coolest retail store in your area. There is no other retail outlet of any kind that compares to what you've got. Not only do you have the best motorcycles, you're giving away a chance to win one along with a three-day trip for two to Sturgis, a \$5,000 gift cards, wristbands to camp up at Sturgis to see all the concerts, a RollingUSA Dean guitar and many more prizes.

And here's something worth saying out loud to every customer who walks through your door: somebody that doesn't ride a motorcycle will get more out of the Harley-Davidson museum. It's a chance to go to the legendary birthplace of the Harley-Davidson Motor Company, to see the very first Harley-Davidson that rolled out of the garage all the way up to the newest, coolest things in the archives.

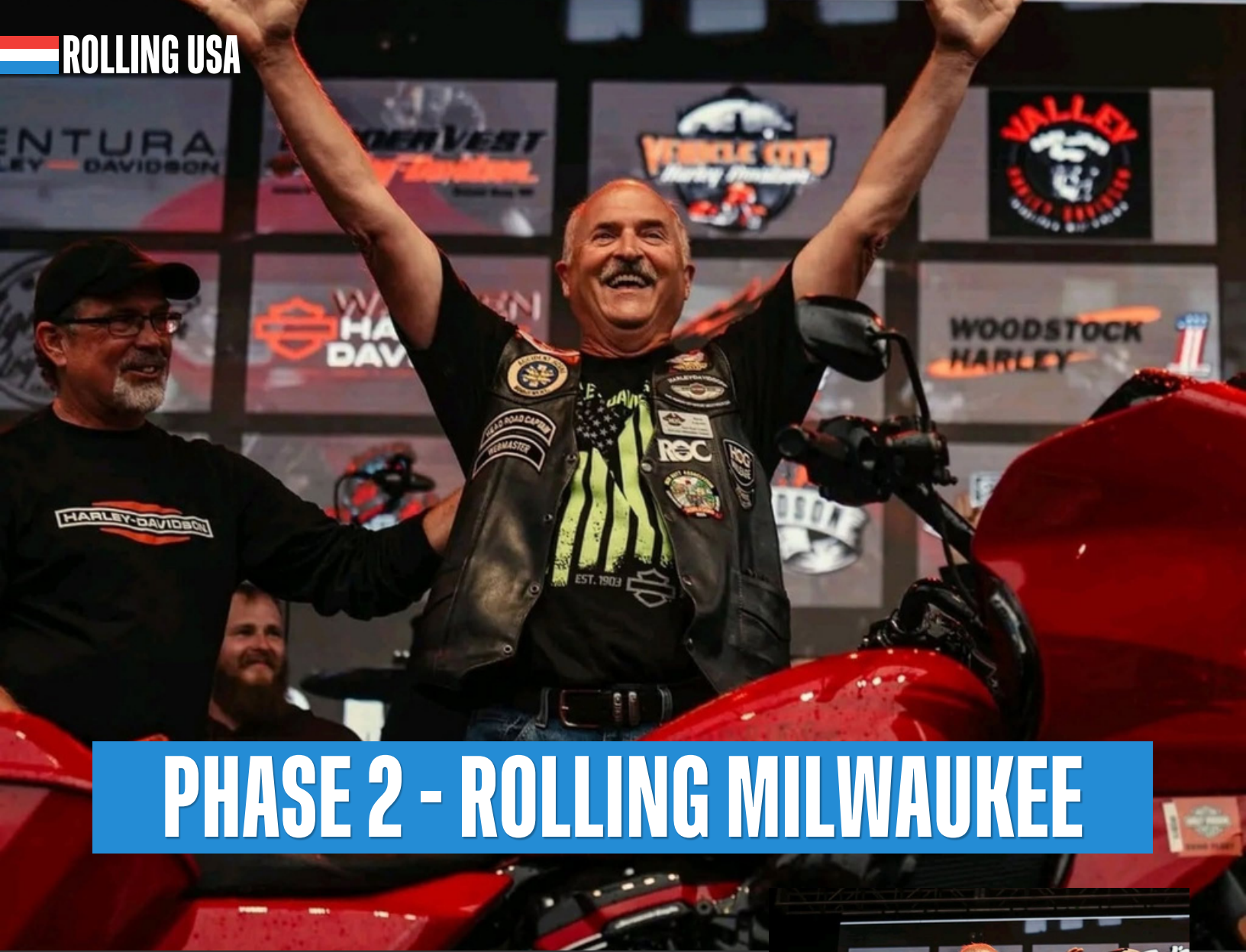
Now think about why that matters. Out of the hundreds of thousands of people who've registered for these campaigns, out of the thousands of motorcycles that have been sold, 70% of the people who bought motorcycles said they did not have a purchase intent when they first walked in. So let's not let them slip through our fingers. Let's not miss heaven by an inch. Let's nurture every single lead to help them win, because that is a re-engagement and I promise you, they walk past that motorcycle six or seven times, they're going to break down and buy it.

That's not just a feeling, it's a number. Most of you are probably selling a motorcycle every 25 receipts. The highly engaged dealers that embrace these campaigns are selling a motorcycle about every 15 receipts, because they're embracing the re-engagements instead of letting them walk out the door.

So make sure everybody in the dealership is telling your customers to send a picture of themselves underneath Mount Rushmore. Promote ridership. Promote theater of the mind. Because if we cannot promote for people to come in for chances to win motorcycles, \$5,000 gift cards, and trips to Milwaukee and Sturgis, we've got to really wonder what are we doing. Reach out to our team for us to help you Help@mightycloud.com. Let's go to work selling some motorcycles.



JESSE JAMES DUPREE
LET'S DO FUN STUFF



PHASE 2 - ROLLING MILWAUKEE

Key Dates - Milwaukee (Phase 2)

- Rolling Milwaukee Runs: July 1st – 31st
- One Day Giveaways: July 25th, 2026
- SPIFF Contest Deadline: Aug 11th, 2026
- Bike Giveaway: Sept 5th, 2026 at Milwaukee Bike Week

Bonus Voucher Number

Don't forget your RollingUSA vouchers. If your customer is the Grand Prize Motorcycle winner and they registered with their voucher number, they receive an additional \$1,000 cash gift card.





HARLEY-DAVIDSON MUSEUM

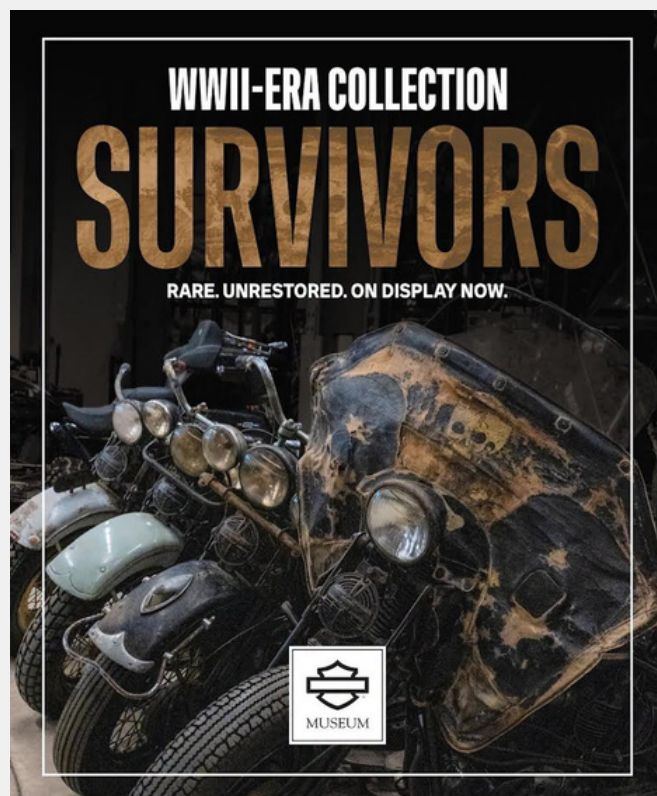
MORE THAN A DESTINATION—THE ULTIMATE RIDE TO MILWAUKEE

For Harley-Davidson riders, there's no place quite like Milwaukee. It's where the story began and every year thousands of riders make the trip to experience the history, the people, and the passion that built America's most iconic motorcycle brand.

At the heart of it all is the **Harley-Davidson Museum**, home to more than 120 years of motorcycle history. From Serial Number One and legendary racing motorcycles to rare prototypes and interactive exhibits, every gallery tells another chapter of Harley-Davidson's incredible legacy. Whether it's your customer's first visit or their fifth, there's always something new to discover.

NEW FOR 2026: Survivors: WWII-Era Collection

One of the Museum's newest attractions is Survivors: WWII-Era Collection, featuring six exceptionally rare Harley-Davidson motorcycles from actor, filmmaker, and motorcycle enthusiast Jason Momoa's personal collection.



Built between 1941 and 1944, these historic motorcycles have been preserved in authentic survivor condition displayed exactly as history left them. Rather than restored to showroom condition, each motorcycle tells the story of Harley-Davidson during one of the most significant periods in American history. Included with general Museum admission, this special exhibit gives visitors a rare opportunity to experience these remarkable machines up close.

THE RIDE HOME: SEPTEMBER 3-6

This year's Rolling USA Sturgis to Milwaukee campaign all leads to one unforgettable Labor Day weekend at the Harley-Davidson Museum during The Ride Home.

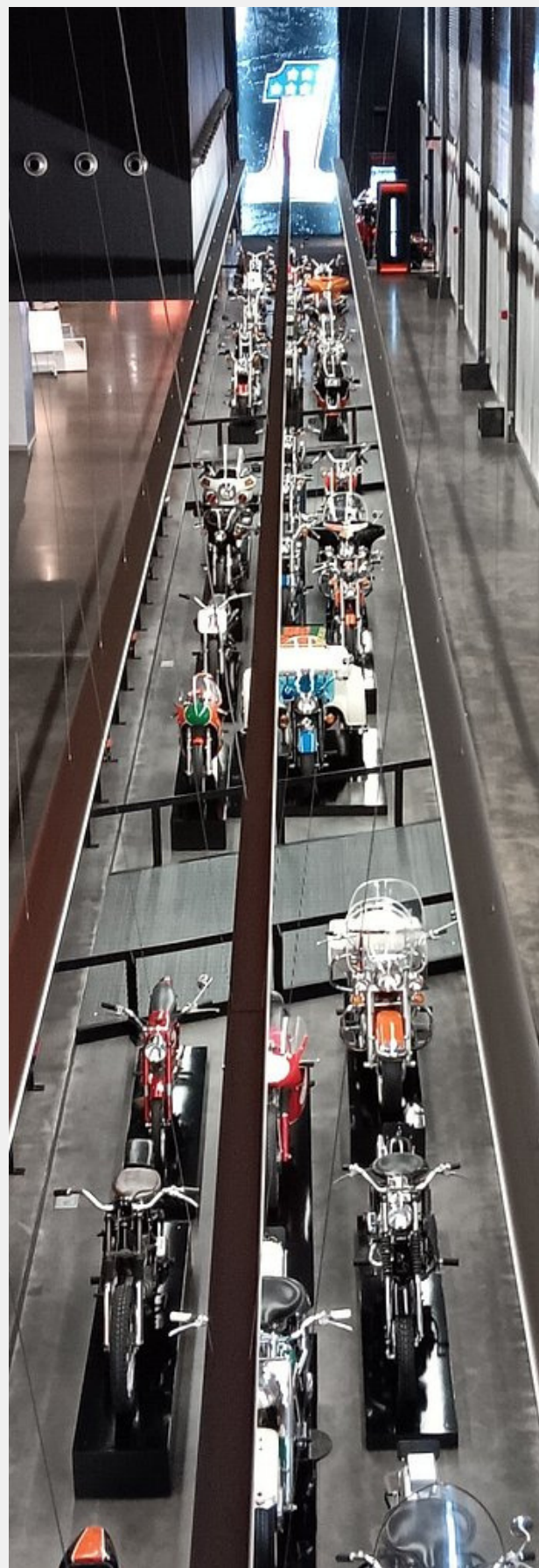
As riders roll into Milwaukee following the Sturgis Rally, the Museum campus transforms into the perfect celebration of the riding season. Four days of live music, great food, motorcycle culture, factory outlet shopping, custom bike displays, stunt shows, sponsor experiences, and thousands of Harley riders create an atmosphere unlike anything else on the calendar.

The excitement reaches its peak on **Saturday, September 5**, when the Rolling USA Sturgis to Milwaukee Motorcycle Giveaway takes center stage. One lucky rider will ride away on a brand-new 2026 Harley-Davidson motorcycle, making the Museum the final destination of a summer-long journey that thousands of riders have followed.

For participating dealerships, this is more than just another sweepstakes it's an opportunity to give customers a reason to visit the dealership, register for Rolling Milwaukee, and start planning their Labor Day ride to the birthplace of Harley-Davidson.

To make the experience even better, every participating dealership is also giving away a pair of Harley-Davidson Museum admission passes during the campaign. It's another great incentive that helps build excitement while encouraging customers to experience one of motorcycling's most unforgettable destinations.

The road to Milwaukee has never offered more reasons to ride. From the all-new Survivors: WWII-Era Collection to the energy of The Ride Home and the excitement of the Rolling USA Motorcycle Giveaway, this is the kind of experience riders will be talking about long after Labor Day weekend comes to an end.



THE RIDE HOME

SEPT. 3-6, 2026



Rockford Fosgate

MICHELIN

THE TWISTED TEA

HARLEY-DAVIDSON INSURANCE

EAGLERIDER RENTALS + TOURS

THE RIDE HOME event on September 3-6, 2026

H-D Museum Schedule of Events

Thursday, September 3rd // 10am-9pm

Bike Night kicks off The RIDE Home with motorcycles rolling onto campus, music filling the air, and the first taste of Labor Day weekend energy. Explore the H-D Museum, shop the Factory Outlet Sale, grab smoked favorites and cold drinks from MOTOR® Restaurant, and settle into the start of a four-day celebration.

- Mototainment: Urias Family Globe of Death
- Sponsor Activations
- H.O.G.® / Membership & Loyalty Labor Day Ride
- Let's Ride Challenge Registration & Validation
- Factory Outlet Sale w/ The Skin Museum Tattoos
- Musical Entertainment: Hippies & Cowboys & Lita Ford

Saturday, September 5th // 10am-9pm

Saturday brings full weekend momentum to campus with live music, entertainment, sponsor activations, shopping, ride-ins, giveaways, and Milwaukee Labor Day weekend energy at every turn. Between the H-D Museum programs like Exhibits in Action: Wallace Van Sandt & The Military, the Factory Outlet Sale, and food and drinks from MOTOR® including a Pig Roast, there's something happening all day long. Stay for the Rolling USA Sturgis to Milwaukee Motorcycle Giveaway on the main stage prior to headliner.

- Mototainment: Urias Family Globe of Death
- Mototainment: Division BMX Stunt Shows
- Sponsor Activations:
- V-Twin Visionary RIDE IN CUSTOM BIKE SHOW
- H.O.G.® / Membership & Loyalty Labor Day Ride
- Let's Ride Challenge Registration & Validation
- Factory Outlet Sale w/ The Skin Museum Tattoos
- Exhibits in Action
- Music Entertainment:
- Daytime Bands, Hippies & Cowboys, & Noise Pollution

Friday, September 4th // 10am-9pm

The weekend keeps building with live entertainment, moto-inspired experiences, shopping, food, and nonstop campus energy. Inviting all First Responders for an 'H-D First Responders Appreciation Celebration', offering Free Admission w/ ID to the H-D Museum from 10am-5pm then stay for the Colt Ford concert. Spend the day exploring the H-D Museum and the Factory Outlet Sale. Then fuel up with smoked goodness from MOTOR® and stick around as the atmosphere carries late into the evening.

- Mototainment: Urias Family Globe of Death
- Sponsor Activations
- Michelin Quick Change Competition
- H.O.G.® / Membership & Loyalty Labor Day Ride
- Let's Ride Challenge Registration & Validation
- Factory Outlet Sale w/ The Skin Museum Tattoos
- Music Entertainment: Hippies & Cowboys, & Colt Ford

Sunday, September 6th // 8am-5pm

Wrap up the weekend with one more ride. Join the Big Unit Poker Run supporting Fisher House Wisconsin, grab a final meal from MOTOR®, make one last stop at the Factory Outlet Sale, and take in the final hours of Labor Day weekend before the road takes you home.

- Big Unit Poker Run – Ride Staging
- Brunch by MOTOR® Restaurant / Concessions
- Mototainment: Urias Family Globe of Death
- Mototainment: Division BMX Stunt Shows
- Sponsor Activations:
- H.O.G.® / Membership & Loyalty Labor Day Ride Challenge
- Let's Ride Challenge Registration & Validation
- Factory Outlet Sale w/ The Skin Museum Tattoos



How Ted's Harley-Davidson Turned a 60th Birthday Into a Lead Machine

An hourly giveaway, all weekend long, gave every customer a reason to stay in the game and gave Ted's a list of real leads to work after the tents came down.

Most dealerships treat a giveaway as a moment: one big drawing, one winner, one round of applause, then back to business as usual. Ted's Harley-Davidson in Alton had a bigger idea for their 60th anniversary weekend. Marketing and Events Manager Sammie Walker decided every single hour of all three days would have its own giveaway which meant finding a way to keep customers entered, informed, and engaged.

That's where the Dealer Promo Tool came in. Customers scanned a QR code and were automatically entered into every drawing. By the time the tents came down, that one



decision had quietly turned three days of fun into hundreds of verified leads for Ted's sales team: names, numbers, emails and active purchase intent the team could actually trust enough to call.

"We are getting genuine digital leads for our sales team," Sammie said. "People aren't writing fake phone numbers down, aren't putting in a fake email at all." No deciphering handwriting. No guessing if a digit is a 7 or a 1. Just a real lead, ready to follow up on.

Win From Anywhere

Once the customers registered, Ted's could pull a winner and Sammie would have a name and number ready to call directly from the Promo Tool. "I know that they either live here locally or they're going to be in the area by the time that I pull their name," she said. Customers could ride off, run errands, or head home, and the system would find them the moment their name came up.

"It's so simplistic, why wouldn't you do it that way?"

Keywords Turn Customers Into Hunters

For the bigger moments of the weekend, Sammie layered in hidden keywords customers had to find around the dealership and enter to unlock extra entries. Three keywords a day rotated across the three days, and each set a 3 stayed valid through the end of the event, so a customer who missed Friday could still hunt down that day's word on Sunday.

The effect was something most retail can't replicate.

"It creates this excitement in that scavenger hunt portion," Sammie said. "I get excited when customers are like, 'Okay, where do I find this? I think I only found two. Is that as many as I can get?' It just makes me giddy."



Sammie is deliberate about running keywords. "You kind of keep your customers on their toes," she said saving the hunt for the events worth making a big deal of, so it never turns into an expectation. "You don't go to Walmart or Target and find something that'll get you free stuff," she said. "It's a totally different excitement and experience."

The Prizes Did Their Job, Too

Helmets, Quad Lock mounts, a Yeti cooler, concert and amusement park tickets, Jesse James Bourbon swag bags, and Harley-Davidson gifts, all made their way onto the giveaway tables sourced through vendor partnerships built well ahead of the event. Every single one of those prizes went out alongside a Ted's Harley-Davidson branded t-shirt, putting the dealership's own name in the mix of every single win all weekend long.



Rounding out the Harley-Davidson gear with prizes from local and national partners gave customers more reasons to register and more variety to get excited about while every giveaway still sent a piece of Ted's home with the winner. "I want to see these t-shirts everywhere we go," Sammie said. "I want to see our name everywhere."

When the Forecast Didn't Cooperate

Saturday brought a serious storm enough to push the bike show to Sunday and send the audio show scrambling for cover. The fix came together fast: judges stayed on-site Saturday for anyone who couldn't return, and the show went on as planned the next day under clear skies.

It barely slowed the weekend down, and Sammie credits the prep work behind the scenes every giveaway organized and labeled by day and hour well before the first customer walked in for keeping the chaos from ever reaching the customer-facing side of things. "It was pretty flawless," she said. "I'm pretty proud of that one."



A Weekend That Became a Movement

Local riders Drew of Evolution Cycles, stunt rider Junkyard Kenny, and Alicia Nori showed up to judge the bike show and hang out at two

afterparty bike nights hosted at a local bar the same partner Ted's Harley-Davidson works with for its regular monthly bike nights. The bar's owner liked the energy enough to buy Ted's t-shirts for his whole staff to wear all weekend, unprompted.

"We're all feeding off each other," Sammie said of the local riders lending their own followings to the dealership's name. It's the same instinct behind everything Ted's did that weekend: stack small wins, a QR scan here, a keyword there, a shared post, a t-shirt on the right person until they add up to something the whole town is talking about.



The Takeaway

Asked what made the weekend work, Sammie said, "We always have to remember that it's the entire team that makes it successful," she said. "It's never one person."

What made the weekend work was a team willing to run a giveaway every single hour instead of just one, and willing to make every visit feel like part of a bigger game. The Dealer Promo Tool just made sure none of that effort went to waste every scan, every keyword, every drawing landing as a real lead instead of a missed connection. By Monday, Ted's wasn't just celebrating 60 years. They had hundreds of new reasons to keep the conversation going to come back for more keywords to help them reengage with the sales team to win cool stuff and to get them closer to buying a motorcycle.

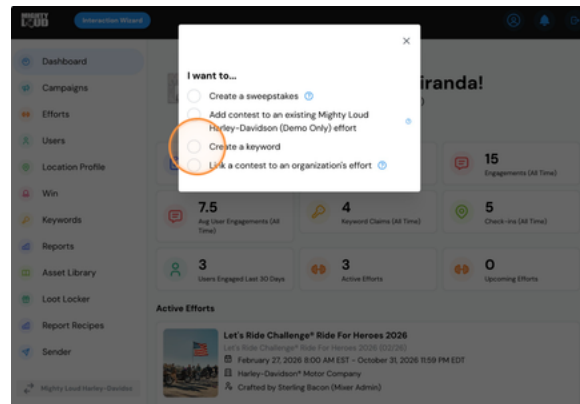
DEALER PROMO TOOL TUTORIAL

CREATE KEYWORDS FOR DEALER PREMIUMS

This tutorial will go over two ways you can create keywords for Rolling USA or HD National Dealer Premiums

Part 1 will walk you through using the Interaction Wizard to create keywords

Part 2 will take you through creating a keyword for a specific Contest. This option is best if you plan on doing individual keywords for individual Contests.



CREATE STAFF KEYWORDS FOR A CONTEST
VISIT: [ROLLINGUSA.COM/DEALER-RESOURCES](https://rollingusa.com/dealer-resources)

UPCOMING TRAININGS

OFFICE HOURS & ACTIVATION SESSIONS - LIVE WEBINARS ON GETTING DOOR SWINGS WITH THE DEALER PROMO TOOL

DATE	EVENT	TIME	SKILL
July 1st	OFFICE HOURS	3:00 PM EASTERN	INTRODUCTION
July 15th	OFFICE HOURS	3:00 PM EASTERN	ADVANCED
July 21st	ACTIVATION SESSION	3:00 PM EASTERN	ROLLING ARKANSAS
July 23rd	ACTIVATION SESSION	3:00 PM EASTERN	ROLLING ARKANSAS

Register on the Resource Page at rollingusa.com/dealer-resources



ROLLING LACONIA 2026



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