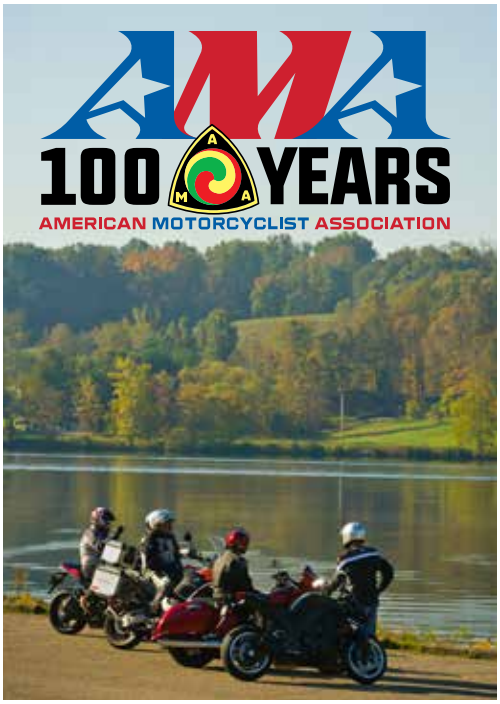






HOW TO EFFECTIVELY CHARTER AND SANCTION EVENTS WITH THE AMA





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BRIEF HISTORY OF THE AMA

In the 100 years since its creation in 1924, the American Motorcyclist Association has been committed to its mission to promote the motorcycle lifestyle and protect the right to ride.

By bringing together like-minded individuals, the AMA has grown into one of the most prominent motorcycling organizations in the world, and our efforts would not be possible without our outstanding charter clubs and members that help extend our reach by sanctioning events.

WHAT IS A CHARTER?

Charters are formal agreements between the AMA and your organization to uphold the AMA's standards for event operation.

The AMA has been chartering clubs since its inception in 1924, and chartering clubs have garnered recognition as professional, fair and legitimate by the motorcycling community and industry.

WHAT IS A SANCTION?

Once a charter is approved, they are allowed to sanction events with the AMA.

Sanctioning an event with the AMA establishes a club's commitment to upholding AMA protocols and conduct events to a high standard while assuming legal liability.



WHY SHOULD I SANCTION WITH THE AMA?

Organizers that sanction events with AMA receive several benefits that help their clubs and events run smoothly.

A FEW BENEFITS INCLUDE:

- **Fairness** The ability to utilize the AMA rulebook and event guidelines sets an even playing field in regard to event organization.
- **Protection** Access to top-rated insurance that protects your organization.
- **Promotion** Events listed in the AMA's monthly schedule of sanctioned events on the AMA website and in *American Motorcyclist*.
- **Support** Access to event supplies, including release and waiver forms, injury reports, referee, and event reports, in addition to AMA staff members to answer questions.
- **Training** Available opportunities to complete AMA referee training, as well as access to valuable information in the AMA Risk Management video.
- **Awards** Free annual AMA Service and Safety Award plaques.
- **Incentives** Eligibility for affiliate program that pays your organization to sell AMA memberships.
- **Discounts** Discounted rates on scoring and registration software.

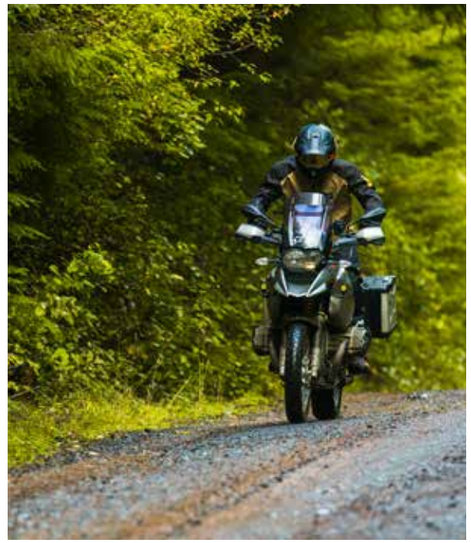
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WHAT TYPE OF CHARTER IS RIGHT FOR MY ORGANIZATION?

There are several forms of charters, split across two categories: Sanctioning Charters and Non-Sanctioning Charters.

1. EVENT-SANCTIONING CHARTERS: Clubs that plan to host AMA-Sanctioned events.



- **Promoter Charter:** Commercial organizations that are not organized as clubs may become AMA-chartered promoters. AMA-chartered promoters are eligible to sanction AMA events.
- **Service Club (Sanctioning) Charter:** Clubs, including service clubs, that want to sanction events. Service club charters are available for organizations that specifically fall under motorcyclist rights, military, firstresponder or charity. They provide a service to the motorcycle community/others through their organization and plan to host AMAsanctioned events.
- **Service Promoter Charter:** Service Promoter Charters are for commercial organizations who want to sanction events. Service charters are available for organizations that specifically fall under motorcyclist rights, military, first-responder or charity. They provide a service to the motorcycle community and others.



2. NON-SANCTIONING CHARTERS: Clubs that do not plan to host AMA-Sanctioned events.

- **Social Club Charter:** For enthusiasts who ride together, be it road or offroad, but don't intend to host formal events for non-members.
- **Historic Club Charter:** These are clubs that believe in the principles of the AMA but do not have a large enough membership roll or are no longer active enough to maintain a promoting charter.
- **Service Club (Non-Sanctioning) Charter:** An AMA service charter is available for organizations that specifically fall under motorcyclist rights, military, first-responder or charity. These groups provide a service to the motorcycle community and others through their organization.

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CHARTER/SANCTIONING BENEFITS EXPLAINED

AMA AFFILIATE PROGRAM

- **The AMA Affiliate Program** allows for your organization to share the revenue for every AMA membership you sell.
- **For every new member** who signs through your organization, the AMA pays you $5. For each renewing member, the AMA will pay your organization $2.50.
- **It's free to utilize!**



EVENT INSURANCE

- **Sanctioning organizations** receive access to top-rated, comprehensive event liability at discounted rates.
- **The AMA does not operate the insurance program,** nor does it earn any money from insurance premiums that AMA organizers pay.
- **Options for event insurance** include $1 million, $2 million or $5 million public spectator and participant legal liability coverage.

EVENT PROMOTION

- **Sanctioning and charter organizations will be listed on the AMA website,** and website visitors will be able to search for AMA-chartered organizations by city, state and name.
- **AMA-sanctioned events will also receive additional promotion** in the *American Motorcyclist* magazine, on AmericanMotorcyclist.com and in monthly email newsletters.
- **Sanction applications must be submitted at least 90 days prior to the event** to be listed in AMA's monthly schedule of events on the website and in the magazine.



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