



TAKE A KID DIRT BIKING MONTH

Getting kids on two wheels and **helping young riders become lifelong riders** is critical to the future of motorcycling. As part of its mission to promote the motorcycle lifestyle and protect the future of motorcycling, the AMA is proud to announce that **May will be Take a Kid Dirt Biking Month**. The nationwide campaign aims to cultivate the next generation of passionate riders by giving them a chance to learn skills, boost confidence and grow appreciation for the sport.

Along with **coverage across all the AMA's media channels** — *American Motorcyclist* magazine, *AmericanMotorcyclist.com*, newsletters and the AMA's nearly 1-million-strong social media presence — the AMA and its partners will engage in a month-long social media campaign in May



to promote Take a Kid Dirt Biking Month. In addition, **the AMA will be working with its racing and recreational riding organizers** to take the campaign to the dirt. The AMA will also release a **once-yearly custom digital magazine for kids** and their parents to enjoy reading.

Through May there will be **giveaways** for kids, and the AMA will have special **promotional packages** available for organizers to give to kids. **AMA youth racers** will also work with the AMA on social media videos and reels promoting the campaign. Your involvement in Take a Kid Dirt Biking Month not only helps grow youth riders and build the future of motorcycling, but it gets your brand in front of young riders and their parents. Help the AMA **invest in motorcycling's future** — our kids!

MAY 2024

HOW YOU CAN GET INVOLVED:

- **SOCIAL MEDIA PARTNERSHIPS** with the AMA for Take a Kid Dirt Biking Month
- **PRODUCT DONATIONS** for giveaways
- **SPECIAL COUPONS/STICKERS/ETC.** to put in promotional packages for kids
- **ADVERTISE** in the once-yearly custom publication



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