



# 2017 ABCs OF TOURING FORM



An alphabetical “scavenger hunt” for you and your Harley-Davidson® motorcycle! Earn points and win prizes by collecting photos of yourself, your motorcycle, and “official signs” from A-Z!

## PRIZES

- **First Place:** \$1,500 Harley-Davidson Gift Card; \$75 Norscot Gift Card for exclusive HOG Merchandise; 1st Place Plaque + Recognition at the Harley-Davidson Museum; HOG Magazine; and HOG Insider
- **Second Place:** \$1,000 Harley-Davidson Gift Card; \$50 Norscot Gift Card for exclusive HOG Merchandise; 2nd Place Plaque + Recognition at the Harley-Davidson Museum; HOG Magazine; and HOG Insider
- **Third Place:** \$500 Harley-Davidson Gift Card; \$25 Norscot Gift Card for exclusive HOG Merchandise; 3rd Place Plaque + Recognition at the Harley-Davidson Museum; HOG Magazine; and HOG Insider
- **100+ POINTS:** ABCs pin and patch, \$50 Norscot Gift Card for exclusive HOG Merchandise
- **51 TO 99 POINTS:** ABCs pin and patch, \$25 Norscot Gift Card for exclusive HOG Merchandise
- **5 TO 50 POINTS:** ABCs pin and patch

## OFFICIAL RULES AND GUIDELINES:

### PARTICIPATION

- Any full or associate H.O.G. member from the U.S. or Canada may enter. Entries must be submitted individually. Multiple entries cannot be combined on one entry form.
- Only one 2017 ABCs of Touring entry per H.O.G. member.
- **All photos submitted become the property of Harley-Davidson Motor Company. Photos, along with participant’s name, may be used in publications, promotions, and other Company purposes.**
- In the interest of fairness, no exceptions will be made to the Guidelines.
- Individuals participate at their own risk. Do not break the law or endanger yourself or others when taking photos.

### PHOTO FORMATS

All photos must be submitted online at [hog.com/abc](http://hog.com/abc). Photo formats accepted are .jpg, .gif, .png. Each photo must not exceed 5MB in size.

NOTE: Images must be clear and names/signs must be legible in submitted formats. Photos that are blurred, fuzzy, illegible, or unrecognizable will not receive points. Photos may be used for multiple categories by downloading the same photo for each category. Dealership photos used for city, state and province points may be used. Please download the same photo for each category.

### PHOTO ELEMENTS

- Your Harley-Davidson motorcycle must be in each photo. A Harley-Davidson® Authorized Rental motorcycle is also acceptable.
- The cover of a 2017 HOG® magazine or the 2017 H.O.G. *Touring Handbook* must be clearly identifiable in each photo. Go to [hog.com/abc](http://hog.com/abc) to download a printable version of the HOG magazine cover and start your ABCs adventure today.
- You, the entrant, must be in at least five of the photos.
- An “official sign” must be in each photo. An official sign is defined as:
  - A government building with the name of the city, village, town, county, state, territory, or country on it. An example of a government building is a post office, city hall, or police station. Examples of items that WOULD NOT count as a government building are libraries, vehicles, schools, water towers, and museums.
  - An authorized Harley-Davidson dealership may be used to designate a city, state, or province, plus it may be used to obtain up to 10 H-D® Dealership points. Photos of the dealership must include the dealership building with the name of the dealership on it. The first letter of the actual city where the dealership is physically located is the letter for which you will receive a point. For example, Harley-Davidson of Charlotte is physically located in Matthews, NC so you would receive credit for the letter “M” for a photo of that dealership.
  - A sign posted by a government body that is physically located within the boundary of the place it identifies. Mileage markers and directional signs do not qualify.

## HOW DO I EARN POINTS?

- Photos may be used for multiple categories by downloading the same photo for each category. Dealership photos used for city, state and province points may be used. Please download the same photo for each category.
- One point for each city, village, town, township, or municipality sign from A-Z. Only one point per letter. (26 points maximum)
- One point for each county, parish, or district sign from A-Z. The word “county,” “parish,” or “district,” or the abbreviation equivalent, must be on the sign as well as the name. Only one point per letter. (26 points maximum)
- One point for each U.S. state. The name of the state or abbreviation equivalent must appear on the sign. (50 points maximum)
- One point for each country. The name of the country or abbreviation equivalent must appear on the sign.
- One point for each Canadian province and territory. The name of the province or territory, or abbreviation equivalent, must appear on the sign. (13 points maximum)
- One point for each U.S. National Forest sign. The name of the forest as well as the words “National Forest” must appear on the sign. (5 points maximum)
- One point for each individual Harley-Davidson dealership. (10 points maximum) Dealership photos used for city, state, and province points may be used. However, a separate photo must be submitted for each point.
- One point for each U.S. National Park Service (NPS) managed site and for each National Park or Provincial Park in Canada. The NPS logo with name and/or the name of the park, historic site, lakeshore, monument, etc. as well as the words “National” or “Provincial” must appear on the sign. Visit [nps.gov](http://nps.gov) for U.S. parks and [pc.gc.ca](http://pc.gc.ca) for Canadian parks. (5 points maximum)
- Canadian Provincial/Regional and U.S. H.O.G. Rallies or H.O.G. Pin Stops as listed on [hog.com/events](http://hog.com/events). The rally photo must clearly show you (the entrant) and an official rally banner or a national Harley-Davidson staff member. H.O.G. rally event banner may not always be accessible with your motorcycle. In that case a photo of you, the entrant, at the location and holding a 2017 HOG magazine or the 2017 H.O.G. *Touring Handbook* will be accepted. This is the only situation that does not require your motorcycle in the picture.
  - Two points for each 2017 International Rally (outside the country you reside) that is listed as the National Rally for that country.
  - Two points for each 2017 U.S. H.O.G. Rally or Canadian Provincial/Regional H.O.G. Rally.
  - One point for each 2017 U.S. or Canadian H.O.G. Pin Stop.
- Points as listed below for each of the following Harley-Davidson Motor Company facilities. (12 points maximum)
  - Two points for Juneau Avenue Headquarters in Milwaukee, WI
  - Two points for Pilgrim Road Operations in Menomonee Falls, WI
  - Two points for York Vehicle Operations in York, PA
  - Two points for Kansas City Operations in Kansas City, MO
  - Two points for Tomahawk Operations in Tomahawk, WI
  - Two points for Harley-Davidson Museum® in Milwaukee, WI (Please do not park on sidewalks while taking your photo at the Museum.)

## SUBMITTING YOUR ENTRY

- Photos must be submitted online at [hog.com/abc](http://hog.com/abc).
- One photo must be included for each point for which you are submitting. All entries must be submitted online no later than December 31, 2017.

Decisions of the judges are final. Prizes are subject to change.

