

The **DISTINGUISHED** **GENTLEMAN'S** *Drive*



INTRODUCTION

TO THE DISTINGUISHED GENTLEMAN'S DRIVE

Welcome to the start of something special. Welcome to the inaugural event of The Distinguished Gentleman's Drive.

The first Distinguished Gentleman's Drive (DGD) will take to the streets on Sunday, September 26th 2021, in celebration of classic motoring to raise funds and awareness for prostate cancer and men's mental health. In its inaugural year, DGD will feature over 120 drives in over 41 countries, rousing the roads of cities such as London and New York, setting the future of automotive fundraising in motion.

Lead by the team behind The Distinguished Gentleman's Ride (DGR), which is currently the world's most successful on-road fundraising event that has united more than 310,000 enthusiasts in over 678 cities and 104 countries and raised more than \$31.5M USD since 2012. The Distinguished Gentleman's Drive is set for impressive results and is ready to drive dapper with a purpose.

Every Drive event around the world is organised by volunteer hosts, who dedicate their time and energy in making their local Drive happen with the goal of raising funds and awareness for men's health in their city. There may be multiple Drives per city, run through individuals and clubs.

We are introducing DGD to the world, and we are excited to have you driving with us. The event is for cars built before January 1980 and will encourage its drivers to carry on the dapper style and gentlemanly conduct that perfectly complements classic and collector's cars.



A BRIEF HISTORY

ON THE DISTINGUISHED GENTLEMAN'S RIDE

Founded by Mark Hawwa in Sydney, Australia, in 2012, The Distinguished Gentleman's Ride (DGR) rapidly spread into a global phenomenon. The pairing of dapper dress and classic and vintage style bikes immediately attracted niche groups of motorcyclists. These are not your typical bikers, though. These are men and women who love fashion and are motorcycle fanatics, and relish in the opportunity to combine these two loves and romantically celebrate a time of unique character.

Since then, DGR has become the world's largest motorcycling charity event raising funds for the Movember Foundation, building trust and respect within the dapper community, and continues to be the motorcycling highlight of the year.

- \$31,560,000 USD raised to-date
- 678 rides in over 104 countries
- 386,765 Facebook followers
- 449,000 Instagram followers
- Over 350,000 email subscribers

The Distinguished Gentleman's Ride is run by enthusiasts, for enthusiasts, and connects meaningfully with its participants in supporting men's health - and now, we are doubling our wheels to introduce like-minded drivers to the cause.



MOVEMBER

OUR COMMITMENT TO MEN'S HEALTH

Movember and The Distinguished Gentleman's Ride are united in their ambition to stop men from dying too young by raising funds and awareness to support prostate cancer research and men's mental health programs.

- Men die an average of six years before women, largely by preventable reasons.
- Globally, one man dies by suicide every minute. That's 545,600 men and counting.
- Early detection awareness is key to prostate cancer survival with a 98% chance of survival beyond 5 years. If detected late, this same chance drops to 26%.

The Movember Foundation is the only charity tackling men's health on a global scale, all year-round. They're addressing some of the biggest health issues faced by men, and are leading thousands of research and community initiatives to deliver innovative health care and engaging awareness programs. In 15 years, Movember have funded more than 1,200 men's health projects around the world and saved countless lives.

The partnership between the Movember Foundation and DGR has provided the opportunity to effectively raise more awareness and fund vital research. This partnership connects men to their health, giving them the knowledge and tools they need to manage their well-being. In short, we are here to teach enthusiasts to look after their body like they do their vehicles.



EVENT STYLE AND SCHEDULE

FOR YOUR LOCAL DRIVE

Think historic buildings with striking architecture to pair perfectly with vintage vehicles and dignified drivers.

Opened strictly to pre-80's vehicles, DGD looks to connect automotive enthusiasts to men's health, rivalling the success of The Distinguished Gentleman's Ride. Similarly to DGR, DGD will feature dapper dress and classic and vintage styled vehicles. The event structure will vary, however, allowing for multiple drives to occur within a single city, encouraging all drivers and their clubs to get behind the wheel for a full day of driving dapper for men's health.

To lend a helping hand, DGD events around the world will be looking for local sponsorship and support to make these events happen. This may include venues with the capacity to hold and support the individual event, local printing houses assisting with signage, or small business support either in their involvement to the event or in financial sponsorship. The possibilities are endless, so chat to your local host about how you'd like to get involved.

2021 will see a new class of motorists ready to be the driving force behind men's health. Now is the time for the global community to work together in support men's health in a completely unique and stylish way.



DGD 2021

EVENT TIMELINE

The 2021 Distinguished Gentleman's Drive will be held on Sunday, September 26th, all around the world. The key campaign period begins from August 1st, and will continue through to mid-June. During this key period, hosts will have the opportunity to publicly announce venues, supporters and sponsors to their drivers.

Each drive will have their own dedicated local website page and Facebook event pages, allowing for Drive-specific content to be shared, in addition to the global DGD pages. Our Drives are 100% run by volunteer hosts, who dedicate their time in making their local drive happen to raise funds and awareness for men's health in their city.

The pre-event period will be primarily used to share specific event, prize, and safety information as needed in the lead-up to the event day, with the post-event period being the time to share photos taken on the day, announce prize winners, and thank sponsors.

CONTACT

THE DGD TEAM

We're always here to lend a hand and give support, direction, or advice. If you have any questions about your Drive, or something else, please don't hesitate to get in touch with us directly.

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