



# 2018 Biketoberfest® Sponsorship Deck

26th Anniversary • #Biketoberfest • [www.Biketoberfest.org](http://www.Biketoberfest.org)  
Annually the event attracts approximately 125,000 motorcycle enthusiasts to the destination

## **Platinum Sponsorship: \$37,500 - SOLD**

- \$37,500 (first year), \$30,000 the following year
- Official Sponsor Title of the 26<sup>th</sup> Anniversary of Biketoberfest®
- Welcome Banners:
  - 42 double-sided vertical banners placed on A1A, between Seabreeze & International Speedway Boulevard  
Banner Size: 2' x 4.3'
  - 25 double-sided vertical banners appearing along International Speedway Broadway Bridge. Banner Size: 2' x 6.3'
  - Banners produced by the Daytona Beach Area CVB – 70% Welcome Message and 30% Sponsor Message or logo
- Logo placement on event poster – 20,000 posters
- Rotating banners (500 x 100 and 224 x 211) - Run of Site on [www.Biketoberfest.org](http://www.Biketoberfest.org) (800,000+ visitors annually to site)
- Sponsor page on [www.Biketoberfest.org](http://www.Biketoberfest.org), linking to sponsor's website
- Full-page color ad in the Official Biketoberfest® Pocket Guide – 70,000 distributed at:
  - Approximately 200 area hotels, restaurants, biker hot spots, area attractions
  - I-95 Welcome Center (Florida/Georgia line) 2,000 – 3,000 average visitors per day
  - Visitor Information Centers at Destination Daytona, Daytona International Speedway, New Smyrna Beach and West Volusia
  - New Smyrna Beach Harley Davidson
  - Ormond Beach Chamber of Commerce
  - Daytona Regional Chamber of Commerce
  - Official Biketoberfest® Welcome Tent
- Sponsor information and link in three email newsletters to our qualified database of 30,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
  - 203,000+ Fans on Facebook • 4,000+ Followers on Twitter • 600 Instagram
- Official Sponsor of one of our "Top Rides" on [www.Biketoberfest.org](http://www.Biketoberfest.org)
- Sponsor included in five Biketoberfest® Press Releases leading up to the event
- Logo placement on event banner at Press Conference
- 6 ft. skirted table with chairs to distribute product or materials at the Official Biketoberfest® Welcome Tent - 10,000 visitors during event

For sponsorship opportunities, contact Kay Galloway at (386) 255-0415 ext 113 or [kgalloway@daytonabeach.com](mailto:kgalloway@daytonabeach.com)



## **Chrome Sponsorship: \$12,000**

- Official Sponsor Title of the 26<sup>th</sup> Anniversary of Biktoberfest®
- Rotating banners (500 x 100 and 224 x 211) - Run of Site on [www.Biktoberfest.org](http://www.Biktoberfest.org) (800,000+ visitors annually to site)
- Sponsor page on [www.Biktoberfest.org](http://www.Biktoberfest.org), linking to sponsor's website
- Full-page color ad in the Official Biktoberfest® Pocket Guide – 70,000 distributed at:
  - Approximately 200 area hotels, restaurants, biker hot spots, area attractions
  - I-95 Welcome Center (Florida/Georgia line) 2,000 – 3,000 average visitors per day
  - Visitor Information Centers at Destination Daytona, Daytona International Speedway, New Smyrna Beach and West Volusia
  - New Smyrna Beach Harley Davidson
  - Ormond Beach Chamber of Commerce
  - Daytona Regional Chamber of Commerce
  - Official Biktoberfest® Welcome Tent
- Sponsor information and link in three email newsletters to our qualified database of 30,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
  - 203,000+ Fans on Facebook
  - 4,000+ Followers on Twitter
  - 600 on Instagram
- Official Sponsor of one of our "Top Rides" on [www.Biktoberfest.org](http://www.Biktoberfest.org)
- Sponsor included in five Biktoberfest® Press Releases leading up to the event
- Logo placement on event banner at Press Conference
- 6 ft. skirted table with chairs to distribute product or materials at the Official Biktoberfest® Welcome Tent - 10,000 visitors during event

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## **Steel Sponsorship: \$7,500**

- Official Sponsor Title of the 26<sup>th</sup> Anniversary of Biktoberfest®
- Rotating banners (224 x 211) - Run of Site on [www.Biktoberfest.org](http://www.Biktoberfest.org) (800,000+ visitors annually to site)
- Sponsor page on [www.Biktoberfest.org](http://www.Biktoberfest.org), linking to sponsor's website
- 1/2-page color ad in the Official Biktoberfest® Pocket Guide – 70,000 distributed at:
  - Approximately 200 area hotels, restaurants, biker hot spots, area attractions
  - I-95 Welcome Center (Florida/Georgia line) 2,000 – 3,000 average visitors per day
  - Visitor Information Centers at Destination Daytona, Daytona International Speedway, New Smyrna Beach and West Volusia
  - New Smyrna Beach Harley Davidson
  - Ormond Beach Chamber of Commerce
  - Daytona Regional Chamber of Commerce
  - Official Biktoberfest® Welcome Tent
- Sponsor information and link in two email newsletters to our qualified database of 30,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
  - 203,000+ Fans on Facebook
  - 4,000+ Followers on Twitter
  - 600 on Instagram
- Official Sponsor of one of our "Top Rides" on [www.Biktoberfest.org](http://www.Biktoberfest.org)
- Sponsor included in five Biktoberfest® Press Releases leading up to the event
- Product distribution at the Official Biktoberfest® Welcome Tent - 10,000 visitors during event

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## **Iron Sponsorship: \$5,000**

- Official Sponsor Title of the 26<sup>th</sup> Anniversary of Biketoberfest®
- Rotating banners (224 x 211) - Run of Site on [www.Biketoberfest.org](http://www.Biketoberfest.org) (800,000+ visitors annually to site)
- Sponsor page on [www.Biketoberfest.org](http://www.Biketoberfest.org), linking to sponsor's website
- 1/4-page color ad in the Official Biketoberfest® Pocket Guide – 70,000 distributed at:
  - Approximately 200 area hotels, restaurants, biker hot spots, area attractions
  - I-95 Welcome Center (Florida/Georgia line) 2,000 – 3,000 average visitors per day
  - Visitor Information Centers at Destination Daytona, Daytona International Speedway, New Smyrna Beach and West Volusia
  - New Smyrna Beach Harley Davidson
  - Ormond Beach Chamber of Commerce
  - Daytona Regional Chamber of Commerce
  - Official Biketoberfest® Welcome Tent
- Mention (pre-and-during event) in our social media outlets:
  - 203,000+ Fans on Facebook
  - 4,000+ Followers on Twitter
  - 600 on Instagram
- Sponsor included in five Biketoberfest® Press Releases leading up to the event

## **Leather Sponsorship: \$2,500**

- Official Sponsor Title of the 26<sup>th</sup> Anniversary of Biketoberfest®
- Rotating banners (224 x 211) - Run of Site on [www.Biketoberfest.org](http://www.Biketoberfest.org) (800,000+ visitors annually to site)
- Sponsor page on [www.Biketoberfest.org](http://www.Biketoberfest.org), linking to sponsor's website
- Sponsor included in five Biketoberfest® Press Releases leading up to the event

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