



2020 Biketoberfest®

Sponsorship Opportunities

October 15-18, 2020

28th Anniversary • #Biketoberfest • www.Biketoberfest.org
Annually the event attracts approximately 125,000 motorcycle enthusiasts to the destination

Platinum Sponsorship: \$42,500

- \$42,500 (first year), \$35,000 the following two years**
- Official Title Sponsor of the 28th 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/printed by the Daytona Beach Area CVB – 70% Welcome Message and 30% Sponsor Message or logo
- Logo placement on event poster – 10,000 posters
- Rotating banners (500 x 100 and 224 x 211) - Run of Site on www.Biketoberfest.org (800,000+ visitors annually to site)
- Business name included in SnapChat filter (*pending SnapChat approval*) at three key gathering locations
- Inclusion in the Official Biketoberfest® App – promoted throughout destination 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
 - Area Chambers of Commerce
 - Official Biketoberfest® Welcome Tent
- Sponsor information and link in three e-newsletters to qualified database of 32,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
 - 290,000+ Fans on Facebook • 4,000+ Followers on Twitter • 3,200+ Instagram Followers
- Official Sponsor of one of our “Top Rides” on www.Biketoberfest.org
- Sponsor included in five Biketoberfest® Press Releases leading up to the event
- Logo placement on event banner at Press Conference and Welcome Tent
- 6 ft. skirted table with chairs to distribute product or materials at the Official Biketoberfest® Welcome Tent - 10,000 visitors during event

** Three-year contract

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



Chrome Sponsorship: \$12,500

- Official Sponsor of the 28th Anniversary of Biketoberfest®
- Rotating banners (500 x 100 and 224 x 211) - Run of Site on www.Biketoberfest.org (800,000+ visitors annually to site)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Inclusion in the Official Biketoberfest® App – promoted throughout destination 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
 - Area Chambers of Commerce
 - Official Biketoberfest® Welcome Tent
- Sponsor information and link in three email newsletters to our qualified database of 32,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
 - 290,000+ Fans on Facebook
 - 4,000+ Followers on Twitter
 - 3,200+ Instagram Followers
- Official Sponsor of one of our “Top Rides” on 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



Steel Sponsorship: \$7,500

- Official Sponsor of the 28th Anniversary of Biketoberfest®
- Rotating banners (224 x 211) - Run of Site on www.Biketoberfest.org (800,000+ visitors annually to site)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Inclusion in the Official Biketoberfest® App – promoted throughout destination 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
 - Area Chambers of Commerce
 - Official Biketoberfest® Welcome Tent
- Sponsor information and link in two email newsletters to our qualified database of 32,000+ motorcycle enthusiasts
- Mention (pre-and-during event) in our social media outlets:
 - 290,000+ Fans on Facebook
 - 4,000+ Followers on Twitter
 - 3,200 Instagram Followers
- Official Sponsor of one of our “Top Rides” on www.Biketoberfest.org
- Sponsor included in five Biketoberfest® Press Releases leading up to the event
- Product distribution at the Official Biketoberfest® Welcome Tent - 10,000 visitors during event



Iron Sponsorship: \$5,000

- Official Sponsor of the 28th Anniversary of Biketoberfest®
- Rotating banners (224 x 211) - Run of Site on www.Biketoberfest.org (800,000+ visitors annually to site)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Inclusion in the Official Biketoberfest® App – promoted throughout destination 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
 - Area Chambers of Commerce
 - Official Biketoberfest® Welcome Tent
- Mention in our social media outlets:
 - 290,000+ Fans on Facebook
 - 4,000+ Followers on Twitter
 - 3,200+ Instagram Followers
- Sponsor included in five Biketoberfest® Press Releases leading up to the event

Leather Sponsorship: \$2,500

- Official Sponsor of the 28th Anniversary of Biketoberfest®
- Rotating banners (224 x 211) - Run of Site on www.Biketoberfest.org (800,000+ visitors annually to site)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Sponsor included in five Biketoberfest® Press Releases leading up to the event

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