

### Why Sponsor at Biketoberfest®?



As a sponsor of Biketoberfest®, you'll have the opportunity to showcase your brand in front of thousands of engaged attendees worldwide. Here are just a few reasons why sponsoring Biketoberfest® can be a smart business decision:

(1)

Access to a captive audience! With over 125,000 attendees, Biketoberfest® is one of the largest motorcycle events in the United States. By becoming a sponsor, you'll have the opportunity to connect with a massive and diverse audience of motorcycle enthusiasts who are already interested in motorcycle products and services.

2

Increased brand exposure! Sponsoring Biketoberfest® means that your brand will be prominently displayed throughout the event, both in-person and online. This unique exposure can help reach a broader audience, increase brand recognition, and drive traffic to your website or physical location.

(3)

Networking opportunities! Biketoberfest® is not just an event for attendees — it's also an opportunity to connect with other sponsors, industry leaders, and potential partners. By sponsoring the event, you can build relationships that create new opportunities to help grow your business long-term.

4

A unique and exciting experience! Sponsoring Biketoberfest® isn't just good for your business — it's also a lot of fun! The event is known for its festive atmosphere, live music, food vendors from around the country, and thousands of motorcyclists! As a sponsor, you can be part of this unique and exciting experience and connect with like-minded people and companies.

#### Biketoberfest® Reach





500,000+ users annually at www.Biketoberfest.org



30,000+ qualified motorcycle enthusiast emails



285,000 Fans



6,200+ Followers



4,000+ Followers

Annually the rally attracts approximately 125,000+ riders to the Daytona Beach Area



### Platinum Sponsorship





### GEICO MOTORCYCLE

Contracted through Biketoberfest® 2024

### **Chrome Sponsorship**



### Investment of \$12,500

- Official Chrome Sponsor of the 31st Anniversary of Biketoberfest®
- Rotating banners (500 x 100 and 224 x 211) Run of Site on <u>www.Biketoberfest.org</u> (500,000+ users annually)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Sponsor banner on Biketoberfest® Official App
- 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
- Official Sponsor of one of our "Top Rides" on <u>www.Biketoberfest.org</u>
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- 6 ft. skirted table with chairs to distribute product or materials at the Official Biketoberfest® Welcome Tent 10,000 visitors during event
- Note that there are customizable options available to all levels of sponsorship

### **Steel Sponsorship**



# Investment of \$7,500

- Official Steel Sponsor of the 31st Anniversary of Biketoberfest®
- Rotating banners (500 x 100 and 224 x 211) Run of Site on <u>www.Biketoberfest.org</u> (500,000+ users annually)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Sponsor banner on Biketoberfest® Official App
- 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
- Official Sponsor of one of our "Top Rides" on www.Biketoberfest.org
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- Note that there are customizable options available to all levels of sponsorship

### Iron Sponsorship



# Investment of \$5,000

- Official Iron Sponsor of the 31st Anniversary of Biketoberfest®
- Rotating banner (224 x 211) Run of Site on <u>www.Biketoberfest.org</u> (500,000+ users annually)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- 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
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- Note that there are customizable options available to all levels of sponsorship

### **Leather Sponsorship**



# Investment of \$2,500

- Official Leather Sponsor of the 31st Anniversary of Biketoberfest®
- Rotating banner (224 x 211) Run of Site on <u>www.Biketoberfest.org</u> (500,000+ users annually)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- Note that there are customizable options available to all levels of sponsorship

#### **Contact**





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