

33rd
annual

BIKETOBERFEST[®]

EVENT SPONSORSHIP OPPORTUNITIES

OCTOBER 16-19, 2025

Why Sponsor at Biketoberfest®

As a sponsor of Biketoberfest®, you'll unlock a host of reasons to elevate your brand's presence and impact. Here's why aligning your business with Biketoberfest® is a strategic move:

Captivate a Massive and Engaged Audience:

1

- Gain access to a captive audience of over 115,000 attendees, positioning your brand in front of one of the largest gatherings of motorcycle enthusiasts in the United States.
- Connect with a diverse audience already passionate about motorcycle products and services, ensuring your brand message resonates with a receptive demographic.

Maximize Brand Exposure On and Off-Site:

2

- Elevate your brand's visibility through prominent displays both at the event and across online platforms.
- Enjoy unparalleled exposure that goes beyond the physical event, enhancing brand recognition, and driving increased traffic to your website or physical location.
- Associate your brand with the vibrant atmosphere filled with live music, diverse food vendors, countless industry leaders and thousands of passionate motorcyclists.



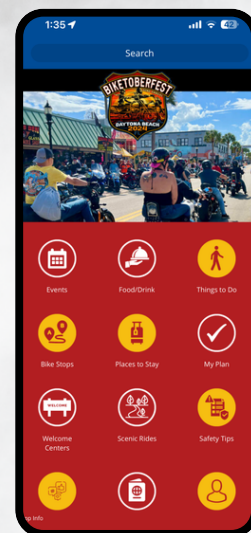
Marketing Opportunities

Website



600,000+ views annually at
www.biktoberfest.org

- Secure a Sponsor page on www.Biktoberfest.org, linking to your website
- Sponsor banner on Biktoberfest® Official website
- Sponsor one of our “Top Rides” on www.Biktoberfest.org



App

20,000 users;
230,000
pageviews

- App pushes available pre and during the event
- Participate in the MotoPassport program for additional exposure
- Sponsor banner on Biktoberfest® Official app

Social Media



281,000+ Followers



9,000+ Followers

- Mentions on our social media outlets as well as shouts during the event



Additional Opportunities

e-Newsletters



45,000+ qualified
motorcycle
enthusiast emails

- Sponsor information and link in multiple email newsletters distributed to motorcycle-centric consumers

Onsite

- Welcome Center Tent is available for tabling for select-level sponsors, with over 10,000 visitors every year, our location at the Fall Cycle Scene is prime for engagement
- 9 Main Street banners and 250+ street flag poles available throughout the Daytona Beach area for branded impressions



*Welcome Center Tent
located at the Daytona
International Speedway*

Press Release

- Sponsors included in Biketoberfest® Press Releases leading up to the event distributed to 100's of media outlets nationwide



Chrome Sponsorship

Investment - \$12,500

- Sector Exclusivity as Official Sponsor of the 33rd Anniversary of Biketoberfest®
- Rotating advertising banners - Run of Site on www.Biketoberfest.org (600,000+ 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 45,000+ motorcycle enthusiasts
- 5 posts (pre-and-during event) on 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
- Logo placement on event posters and table tents distributed to all visitors to Welcome Center tent and local businesses
- 6 ft. skirted table with chairs to distribute product or materials at the Official Biketoberfest® Welcome Tent - 10,000 visitors during event

Steel Sponsorship

Investment - \$7,500

- Sector Exclusivity as Official Sponsor of the 33rd Anniversary of Biketoberfest®
- Rotating advertising banners - Run of Site on www.Biketoberfest.org (600,000+ 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 45,000+ motorcycle enthusiasts
- 3 posts (pre-and-during event) on 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
- Logo placement on event posters and table tents distributed to all visitors to Welcome Center tent and local businesses
- Vendor spot location assistance at multiple properties throughout area

Iron Sponsorship

Investment - \$5,000

- Sector Exclusivity as Official Sponsor of the 33rd Anniversary of Biketoberfest®
- Rotating advertising banners - Run of Site on www.Biketoberfest.org (600,000+ 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 45,000+ motorcycle enthusiasts
- 1 post (pre-or-during event) on our social media outlets
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- Logo placement on event posters and table tents distributed to all visitors to Welcome Center tent and local businesses
- Vendor spot location assistance at multiple properties throughout area

Leather Sponsorship

Investment - \$2,500

- Sector Exclusivity as Official Sponsor of the 33rd Anniversary of Biketoberfest®
- Logo Placement - Run of Site on www.Biketoberfest.org (600,000+ users annually)
- Sponsor page on www.Biketoberfest.org, linking to sponsor's website
- Sponsor included in Biketoberfest® Press Releases leading up to the event
- Logo placement on event posters and table tents distributed to all visitors to Welcome Center tent and local businesses
- Vendor spot location assistance at multiple properties throughout area

Contact

For Inquiries regarding
Biketoberfest® sponsorship
please contact:

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