

OCTOBER 15-18, 2026



2026 EVENT SPONSORSHIP OPPORTUNITIES

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 125,000 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

30,000+ users;
365,000+
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



285,000+ Followers



10K+ 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 open for tabling for all 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 1000's of media outlets nationwide



Contact

For Inquiries regarding
Biketoberfest® sponsorship
please contact:

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