

# NEW ORLEANS BIKEFEST

## Motorcycle Rally and Music Festival

### SPONSORSHIP LEVELS

Pavilions: All King of the Road, Highway Star and Road Warrior level sponsors will be granted the use of a pavilion on the festival grounds. The pavilions are covered, have parking area, water, lighting and tables. Sponsors may hang banners, set up displays, give away promotional items, etc.

#### King of the Road level sponsor – \$7,500: (NO LONGER AVAILABLE)

- ~~Announcements during the festival as the King of the Road level sponsor~~
- ~~Sponsorship recognition on all radio and print advertising~~
- ~~30' X 3' banner (not supplied) along top of stage~~
- ~~Logo on fliers and promotional posters~~
- ~~35' X 25' covered pavilion at festival~~
- ~~Logo on event website with link to your site~~
- ~~Three banner (not provided) placements in festival site~~
- ~~Logo on banner at festival entrance~~
- ~~20 weekend passes to the event~~
- Right of first refusal for top level sponsorship of next year's event

#### Highway Star level sponsor - \$5,000: (1 available)

- Announcements during the festival as a sponsor
- Sponsorship recognition on all print advertising
- 30' X 3' banner (not supplied) along bottom of stage
- Logo on fliers and promotional posters
- 22' X 22' covered pavilion at festival
- Logo on event website with link to your site
- Two banner (not supplied) placements in festival site
- Logo on banner at festival entrance
- 10 weekend passes to the event

#### Road Warrior level sponsor - \$2,500: (3 available)

- Announcements during the festival as a sponsor
- Logo on fliers and promotional posters
- 22' X 22' covered pavilion at festival
- Logo on event website with link to your site
- One banner (not supplied) placements in festival site
- Logo on banner at festival entrance
- 5 weekend passes to the event

## Additional Sponsor Opportunities

- Sponsor logo and information included on business card size plastic cards with calendar on one side and other side shared by sponsor information and Bikefest information. 10,000 of these will be distributed by Bikefest personnel. Include your logo and info on ½ of the information side of the card for \$1,000.
- Sponsor a stunt show. The stunt riders will thank you for your sponsorship before and/or after each show. Normally 3 or 4 shows performed each day. Place your banner at the stunt show advertising your business and designating you as the stunt show sponsor. Cost is \$3,000 to \$7,000 depending on the show.
- Sponsor the Bike Games. You'll be announced as the bike games sponsor. Donate prizes with your business logo for the bike game winners.
- Sponsor the Bike Show. You'll be announced as the bike show sponsor. Provide a banner touting you as the bike show sponsor and we'll hang it prominently at the bike show. \$400.
- Host a poker run stop. See [www.neworleansbikefest.com](http://www.neworleansbikefest.com) for poker run description. \$500. ~~(5 Available)~~ (4 remaining available)
- ~~• Host a Thursday night October 16<sup>th</sup> kickoff party. No sponsor fee. Sponsor will provide live music and food. Food can be anything of sponsor's choice, such as jambalaya, hamburgers, pizza, etc.~~ **NO LONGER AVAILABLE**
- Use of pavilion as described on "Sponsorship Levels" page.
  - 35' X 25' pavilion and 10 weekend passes: \$2,000
  - 22' X 22' pavilion and 5 weekend passes: \$1,500
- 3' X 2' banners displayed on festival grounds: \$200 each

- Use of a group camp located on the festival grounds. Each group camp has 2 rooms with 20 beds in each room and a multiple person bathroom with showers in each room. Includes 20 weekend passes: \$2,500
- Advertise your business by donating promotional items such as, koozies, caps, pens, bags etc. for the event welcome bags that will be distributed to all participants.
- We would be glad to consider any other ideas on how you would like to participate in New Orleans Bikefest.