



Hernando County Bike Fest, Inc.  
5344 White Road,  
Brooksville, FL  
34602  
727-422-3360  
[BrooksvilleBikeRally@gmail.com](mailto:BrooksvilleBikeRally@gmail.com)  
[www.BrooksvilleBikeRally.com](http://www.BrooksvilleBikeRally.com)

Thursday, June 4, 2020

The Hernando County Bike Fest, Inc. is a Non-Profit Community Based Organization whose mission is promoting motorcycle culture, motorcycle tourism and charitable giving towards worthwhile causes and motorcycle related charitable organizations.

Your support of the monthly (September thru June, 10 events) Brooksville Bike Rally contributes to the success of these efforts. This monthly event brings thousands of visitors to Brooksville and Hernando County. These visitors contribute to our local economy by visiting restaurants, shops, and service providers.

We are asking for your support because you are recognized as an industry and business leader in our community. Your sponsorship will highlight your organization's commitment to the community, increase awareness of your company's products and services, and demonstrate leadership in building a stronger economy in our region. Please consider a monetary or in-kind donation as a sponsor to help us continue our work in your community.

#### **Brooksville Bike Rally and Swap Meet Event 2020 Dates**

- January 11
- February 15
- March 28 (Cancelled)
- April 18 (Cancelled)
- May 16 (Cancelled)
- June 20
- July 18 (Added)
- August 15 (Added)
- September 19
- October 17
- November 21
- December 12

The following sponsorship opportunities are available. Annual sponsorships are prorated for the season (Sep-June).

#### **“Stage Sponsor” \$5,000 (Annual): Citarella Termite and Pest Management.**

- Sponsor name prominently displayed on all promotional material
- 10' x 20' booth space at each event
- Sponsor name and logo displayed on the entertainment stage
- Social media promotion and placement on the website

- Special recognition during each event
- A framed letter and certificate of recognition

#### **“Presenter” \$4,000 (Annual): Two Available Lowman Law Firm.**

- Sponsor name prominently displayed on all promotional material
- 10' x 20' booth space at each event

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# The Brooksville Bike Rally

615 Old Hospital Drive, Brooksville, FL 34601

- Sponsor name and logo displayed at the entertainment stage
- Social media promotion and placement on the website
- Special recognition during each event
- A framed letter and certificate of recognition

**“Regional Boss” - Platinum Sponsor \$3,000 (Annual): Four each available.**

- Sponsor name prominently displayed on all promotional material
- 10' x 20' booth space at each event
- 3' x 3' banner with sponsor name and logo displayed at the entertainment stage
- Social media promotion and placement on the website
- Special recognition during each event
- A framed letter and certificate of recognition

**“Trophy Sponsor” – Gold Sponsor \$2,000 (Annual): One available.**

- Sponsor name prominently displayed on all promotional material and trophies
- 10'x10' booth space at the center of the bike show

**Facilities Sponsorships:**

**Stage Skirt Banner - \$36 setup + \$50 monthly (Ten available).**

- 2ft tall by 3ft wide full color banner with Sponsor graphics placed on the stage front.
- Social media promotion and placement on the website

- Special recognition during each event
- Social media promotion and placement on the website
- A framed certificate of recognition

**“Hang Around” - Silver Sponsor \$1,000 (Annual): Eight available.**

- Sponsor name prominently displayed on all promotional material
- 10'x10' booth space at the center of each event
- Special recognition during each event
- Social media promotion and placement on the website
- A framed certificate of recognition

**“Day Tripper” - Gold Sponsor \$100 (Per event): Eight available per event.**

- Social media promotion and placement on the website
- 10'x10' booth space at the center of each event
- Signage with sponsor name and logo displayed at the entertainment stage
- Special recognition during each event
- Certificate of recognition

**Stage Back Panel - \$200 Setup + \$100 monthly (Four available).**

- 10ft tall by 7ft wide full color banner with Sponsor graphics placed on the stage reverse, street view to all passing traffic.
- Social media promotion and placement on the website

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### **Picnic Table Sponsor - \$175.**

- Full color 6ft table-top sponsor graphics in the food court or VIP seating area.
- Social media promotion and placement on the website

### **Beer Tent Sponsor - \$350 Setup + \$150 monthly.**

- Full color 2ft tall by 10ft wide tent banner with Sponsor graphics at the Beer Tent in the food court.

- Table banners at beer tent.
- Second option, reduced setup and use of Sponsor tent display.
- Beer tent direction signs with “Sponsored by” and sponsor graphics placed throughout event.
- Social media promotion and placement on the website.

**Advertising Sponsorships:** Advertising sponsorships are 12-month contracts and require a 25% deposit.

### **Born To Ride Magazine Full Page \$10,200 (\$850/issue, 12 issues).**

- Sponsor name displayed in the center of each advertisement
- 10'x10' booth space at each event
- Signage with sponsor name and logo displayed at the entertainment stage
- Special recognition during each event
- A framed letter certificate of recognition
- Born To Ride Media Package:
  - FULL PAGE AD in BTR Magazine including events update listing in the Magazine
  - A TV COMMERCIAL each week on BTR TV as a call to action to the Biker Community to promote your event as well as call out to vendors and sponsors
  - BTR RADIO each week call ins welcome
  - EVENTS LISTING at [www.borntoride.com](http://www.borntoride.com)
  - Social Media Facebook posts weekly

### **Full Throttle Magazine Half Page \$3,000 (\$250/issue, 12 issues).**

- Sponsor name displayed in the center of each advertisement
- 10'x20' booth space at each event
- Signage with sponsor name and logo displayed at the entertainment stage
- Special recognition during each event
- A framed letter and certificate of recognition

### **Thunder Roads Magazine Half Page \$2,750 (\$200/issue, March & October \$375, 12 issues).**

- Sponsor name displayed in the center of each advertisement
- 10'x20' booth space at each event
- Signage with sponsor name and logo displayed at the entertainment stage
- Special recognition during each event
- A framed letter certificate of recognition

### **Rider Now Magazine Half Page \$1,500 (\$125/issue, 12 issues).**

- Sponsor name displayed in the center of each advertisement

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- 10'x10' booth space at the center of each event
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- Special recognition during each event
- A framed letter of recognition

Please consider supporting tourism, economic development, and cultural development in your community through your generous contribution to this event series. If you have any questions, please feel free to contact us.

Respectfully,

The Hernando County Bike Fest

Johnny Walker, President  
352-403-8343

Brian Rogers, Vice President  
727-687-6489

Roberta Oldread, Secretary  
352-302-2487

Deanna Whitten, Director of Events  
352-942-5105

Parker Myron, Director of Operations  
352-277-2565

Michael DeFelice, Treasurer  
727-422-3360

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