



Brought to you by
the producers of
the MountainFest
Motorcycle Rally

Event Sponsorships
starting at \$500 !

*OC BikeFest is celebrating its second year
and will again bring great music, food & beverage, entertainment, and fun
to the 3-mile-long boardwalk known as the Inlet.
In addition, we are adding the grounds at Jolly Roger and
the Convention Center to our Rally in Ocean City, MD
September 13th – 16th, 2012*

Happening simultaneously with the Delmarva Bike Rally, which attracts over 120,000 motorcycling enthusiasts to the inland town of Salisbury, MD – **OC BikeFest brings those bikers down to the beach** to enjoy a gated event with concerts, stunt shows, custom bike builders, motorcycle vendors, shops, rides, and the fabulous bars and restaurants at the Inlet in Ocean City.

Featuring the music of **classic bands like Charlie Daniels, Grand Funk Railroad, 38 Special, Jackyl** and more, strong attendance is expected as OC BikeFest has become an annual destination vacation for the motorcycling community up and down the east coast.

*OC BikeFest will be marketed on **Websites** such as: OCBikeFest.com, wvmountainfest.com, ocvisitor.com, Oceancity.org, ococean.com;
Social Media Facebook sites such as:
OC Hotel Motel Restaurant Association,
Ocean City Chamber of Commerce & City
of Ocean City, MountainFest and OC BikeFest.*

Through these and other targeted electronic and social media outlets, we expect that **OC BikeFest will receive in excess of 7.5 million electronic logo impressions.**



OC Bikefest will be featured on the cover and in the center spread of THUNDER PRESS Magazine (a National Magazine distributing 70,000 copies in all Harley-Davidson dealerships East of the Mississippi). Any sponsor of \$1,000 or more will be eligible to become a travel stop locator on the OC Bikefest map contained inside.

Additionally, there are regional and local magazines, newspapers radio and television advertisement that will be placed to support these OC BikeFest event.

** Although confirmed, bands are subject to change*



Presenting and TOP sponsors will appear in Local and National print advertisement, on concert stage & event entrance signage [if signed by May 1st, 2011].

Title Sponsor

\$25,000

SOLD OUT

- ✓ Exclusive Title Sponsorship with “YOUR NAME presents OC BikeFest at Event Sites” on all marketing materials, billboards, event signage, radio, website, and electronic & print media.
 - ✓ Exclusive Title Sponsorship with “YOUR NAME presents OC BikeFest at Event Sites” on 150,000 tri-fold rack cards [must be committed Jan 1st, 2012 for the 1st printing and May 1st, 2012 for the 2nds printing]
 - ✓ Sponsor banner “YOUR NAME presents” above the Main Stage and at event entrance.
 - ✓ Display/vendor space.
 - ✓ Full page color ad on the inside left cover sheet in page two in the Rally Guide
 - ✓ Sponsor announcements from Main Stage.
 - ✓ 30 (4-day) event passes.
 - ✓ 6 meet & greet passes [as provided by bands].
 - ✓ Logo on the back of Volunteer/Souvenir event t-shirt.
 - ✓ Logo on 50% of all event merchandise sold [as produced by OC BikeFest].
 - ✓ Exclusive sale of YOUR COMPANY’S products at event [as applicable].
-

TOP Sponsors

\$15,000

Available – 7 / Remaining - 1

- ✓ Large Logo on all marketing materials, billboards, event signage, radio, website, and electronic & print media.
- ✓ Large logo on 150,000 tri-fold rack cards [must be committed Jan 1st, 2012 for the 1st printing and May 1st, 2012 for the 2nds printing]
- ✓ Large logo on banners on either side of the Main Stage and at event entrances
- ✓ Display/vendor space at the event.
- ✓ Full page color ad in the Rally Guide
- ✓ 12 (4-day) event passes.
- ✓ 2 meet & greet passes [as provided by bands].
- ✓ Logo on the back of Volunteer/Souvenir event t-shirt.
- ✓ Sponsor announcements from Main Stage.



Hotel Sponsor

\$15,000 (in-kind)

SOLD OUT

- ✓ Large Logo on all marketing materials, billboards, event signage, radio, website, and electronic & print media.
 - ✓ Large logo on 150,000 tri-fold rack cards [must be committed by Jan 1, 2012 for the first printing and by May 2012 for the second printing]
 - ✓ Large logo on banners on either side of the Main Stage and at event entrance
 - ✓ Display/vendor space.
 - ✓ Full page color ad in the Rally Guide
 - ✓ Appearance on top of "Places to Stay" page
 - ✓ 12 (4-day) event passes and 2 meet & greet passes [as provided by bands].
 - ✓ Logo on the back of Volunteer/Souvenir event t-shirt.
 - ✓ Sponsor announcements from Main Stage.
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Stunt Team Sponsor

\$7,500

Available – 4 / Remaining - 2

- ✓ Large logo on banners in stunt area & Sponsor announcements during stunt shows
 - ✓ Small Logo on all marketing materials, website & electronic media, and on event entrance banners.
 - ✓ Medium logo on 150,000 tri-fold rack cards [must be committed by Jan 1, 2012 for the first printing and by May 2012 for the second printing]
 - ✓ Display/vendor space at the Event.
 - ✓ Half Page Color Ad in the Rally Guide
 - ✓ 6 (4-day) event passes.
-

Band Sponsor (Headliner) \$7,500

Available – 5 / Remaining - 1

- ✓ Small Logo on all marketing materials, onsite signage, website and electronic media.
- ✓ Medium logo on 150,000 tri-fold rack cards [must be committed by Jan 1, 2012 for the first printing and by May 2012 for the second printing]
- ✓ 10 x 4 Sponsor banner hung below Main Stage [as provided by sponsor]
- ✓ 6 (4-day) event passes.
- ✓ Display/vendor space at event. Full page color ad in the rally guide
- ✓ Sponsor announcements from Main Stage before sponsored band plays.



Band Sponsor (Opening Acts) \$ 2,500 Available 4 / 2 - Remaining

- ✓ Small Logo on website and electronic media.
- ✓ 6 x 4 Sponsor banner hung below Main Stage [as provided by sponsor].
- ✓ 4 (4-day) event passes.
- ✓ Display/vendor space at Event.
- ✓ Quarter Page color add on Rally Guide
- ✓ Sponsor announcements from Main Stage before sponsored band plays.

Ground Transportation Sponsor \$3,500

SOLD OUT

- ✓ Small Logo on website and electronic media.
- ✓ 6 x 4 Sponsor banner hung at event entrance [as provided by sponsor].
- ✓ 4 (4-day) event passes.
- ✓ Display/vendor space in gated event.
- ✓ Sponsor announcements from Main Stage

Band Sponsor (Second Stage) \$1,500 Available – 4 / 3 Remaining

- ✓ 6 x 4 Sponsor banner hung below Main Stage [as provided by sponsor].
- ✓ 2 (4-day) event passes.
- ✓ Sponsor announcements from Second Stage during event.

Volunteer T-shirt Sponsor

\$ 1,500

SOLD OUT

- ✓ Logo on sleeve of Volunteer/Souvenir T-shirt.



Loaded Gun Customs / Factory Metal Works Custom Vintage Bike Giveaway \$10,000

SOLD OUT

- ✓ Large Logo on Banner at Inlet and Convention Center Bike Registration (can place bike and registration at sponsor location for additional sponsorship dollars)
- ✓ Sponsor Announcements from Main Stage
- ✓ Small Logo on all marketing materials, website and electronic media
- ✓ Medium Logo on 150,000 tri-fold rack cards (must be committed by Jan 1st 2012 for first printing and May 1st 2012 for the second printing)
- ✓ 10 (4 – day) Event passes
- ✓ 2 Meet and greet passes (as provided by bands)
- ✓ One full page color rally guide ad





WELCOME SPONSORS

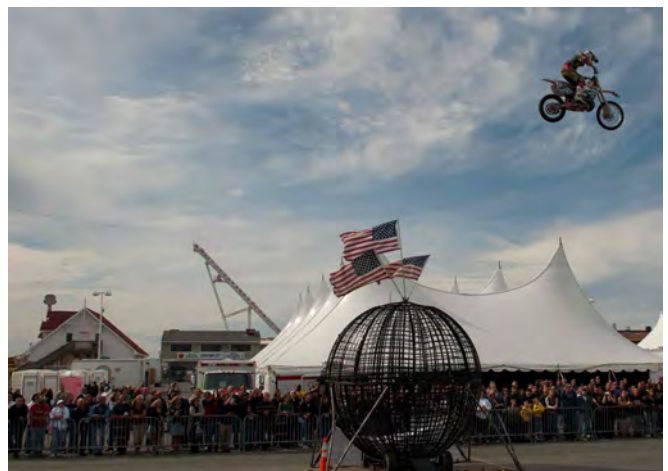
(LIMITED TO LOCAL BARS, RESTAURANTS, BUSINESSES & ORGANIZATIONS)

Large Welcome Sponsor \$ 1,000

- ✓ Logo on Welcome Page.
- ✓ 6 x 4 Sponsor banner hung at event [as provided by sponsor].
- ✓ 4 (4-day) event passes.
- ✓ Your business located on Event Map, as printed in national magazines and local newspapers

Small Welcome Sponsor \$ 500

- ✓ Small logo on Welcome Page.
- ✓ 2 (4-day) event passes.
- ✓ Your business located on Event Map, as printed in national magazines and local newspapers



OC BIKEFEST SPONSORSHIP AGREEMENT

We are excited to participate at the following level: (circle one)

- | | |
|---------------------------------|---|
| TITLE SPONSOR (\$25,000) | CUSTOM BIKE GIVEAWAY SPONSOR (\$10,000) |
| TOP SPONSOR (\$15,000) | HOTEL SPONSOR (\$15,000) |
| STUNT TEAM SPONSOR (\$7,500) | BAND SPONSOR - HEADLINER (\$7,500) |
| BAND SPONSOR - OPENER (\$2,500) | TRANSPORTATION SPONSOR (\$3,500) |
| SECOND STAGE SPONSOR (\$1,500) | T-SHIRT SPONSOR (\$1,500) |
| WELCOME SPONSOR (\$1,000) | WELCOME SPONSOR (\$500) |

Company Information:

Company Name

Address

Phone

Web URL

Contact Name

Email

Sending Check

Please Charge Credit Card Below

Card Number

Expiration Date

Security Code

Signature of Card Holder

For more information please contact:
Cliff Sutherland, OC BikeFest
308 Cheat Road / Morgantown, WV 26508
cliff@ocbikefest.com / 304-276-6700

OC BIKEFEST 2012 Opportunities & Benefits															Total Cost
Back Cover Rally Guide Ad															\$2,500
Inside Front Cover Rally Guide Ad															SOLD
Inside Back Cover Rally Guide Ad															\$1,750
Inside Back Facing Rally Guide Ad															\$1,500
Full Page Rally Guide Ad															\$1,000
Half-page Rally Guide Ad															\$700
Quarter-page Rally Guide Ad															\$400

***Participating sponsors have the option to increase their ad size in the rally guide by paying the difference between the price of their designated ad and the price of a larger ad.**



FULL PAGE

4.125" x 9.125" w/bleed

3.75" x 8.75" w/o bleed

HALF PAGE

4.125" x 4.625" w/bleed

3.75" x 4.25" w/o bleed

QUARTER PAGE

4.125" x 2.375" w/bleed

3.75" x 2" w/o bleed

DEADLINES:

For Advertising Placement:

June 27

For Art Submission:

July 14

All ad spaces are limited and will be honored on a first come, first serve basis.

ADVERTISING & SPONSORSHIP CONTRACT

Business _____

Contact _____

Address _____

Billing address _____

Phone _____

Fax _____

E-mail _____

PURCHASE DETAIL*

Email advertisement to Kathy@ocbikefest.com
(262-642-7158)

no later than July 14, 2012.

Payment in full is required upon signing of agreement.

The undersigned acknowledges and agrees to the terms and conditions stated above.

Signature _____ Date _____

OC BikeFest representative _____

