



FULL THROTTLE MAGAZINE S

**19th Annual
FLORIDA MOTORCYCLE EXPO &
13th Annual
BIKE BUILDER INVITATIONAL
February 17-19, 2017**

@ Quaker Steak and Lube, Clearwater



Dear Potential Sponsor:

February 17th-19th, 2017 are the dates for the **19th Annual Florida Motorcycle Expo** and the **12th Annual Bike Builder Invitational** presented by *Full Throttle Magazine*.

The Expo is held at Quaker Steak & Lube in Pinellas Park, Florida and features numerous activities, contests, events, exhibitor booths, live music and the Bike Builder Invitational that showcases the top motorcycles in the USA. This is a great venue for the Motorcycle Expo & Bike Builder Invitational as "The Lube" is known by every biker in the Tampa Bay area and beyond. On a normal Wednesday Night Bike Night "The Lube" attracts anywhere from 2,000 to a staggering 3,500 bikers. We look for a huge turnout over the three day event. We have had over 30,000 people in attendance over the event weekend the past 6 years!

The Builders Invitational bikes are located inside one enormous, climate controlled tent along with numerous vendors consuming these tents as well as the entire surrounding parking lot. There is one major outside stage "The Jagermeister stage" that feature Tampa Bay's top bands. Quaker Steak & Lube offers great food and full liquor is also available. Add to that, the Annual Miss Full Throttle Bikini Contest, Ride in Bike Show, plus a \$100 per hour cash giveaway and more and you have the biggest and best event to hit Central Florida!

For the past **SIX** years, all vendor and exhibitor space has been completely sold out beforehand and with this new popular venue, space will be even harder to obtain as the Expo and Builder Invitational continues to grow bigger each year. We have partnered with the La Quinta Hotel as our official host hotel and have secured additional bike and car parking in their lots that are only steps away from the event.

The Bike Builder Invitational has grown into one of the top motorcycle events in the USA. With the overall champion taking home \$5,000 and the Grand Champion trophy, plus five separate class winners pocketing \$1,000 each for a total of \$10,000 in total cash prizes.... this is one of the most prestigious bike build-offs in the country! There are numerous runner-up prizes that include paint jobs, parts and supplies for the winners. After our show many builders go on to be featured in national magazines and continue to win other prestigious shows across the country.

This package shows you the many ways that you can become a part of this great event. There are numerous sponsorships available in many various price ranges. We would love to have you and your company become a part of the Florida Motorcycle Expo. Please look things over and feel free to contact us any time if you have questions and/or suggestions.

Thank you for your time and consideration and we'll see you at "The Lube" February 17th-19th, 2017.

Tony Cianci / Editor / Owner



FULL THROTTLE MAGAZINE • 39 Oscar Hill Road • Tarpon Springs, FL 34689
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2017 MOTORCYCLE EXPO SPONSOR PACKAGES

SILVER SPONSORSHIP - \$2,500

- a) Hang your 3' x 6' banner outside
 - b) Your name & Logo on the back of the event t-shirt
 - c) Your material on our information table
 - d) Six tickets to the Expo VIP AREA
 - e) 5,000 1/4 flyers or 3x5 banner printed
 - f) 10' x 10' booth space at event
 - g) Your name and logo listed on website as event sponsor w/ link to your site
 - h) PA announcements during event
 - i) Your name and logo on all billboards, television commercials and radio commercials
- BUSINESS CARD PAGE ad for 12 months in Full Throttle Magazine.**

GOLD SPONSORSHIP - \$5,000

- a) Hang two 3' x 6' banners outside
 - b) Your name on the back of the event t-shirt
 - c) Your material on our information table
 - d) Ten tickets to the Expo VIP AREA
 - e) 5,000 1/4 flyers or 3x5 banner printed
 - f) 10' x 20' booth inside or outside
 - g) Your name listed on all print ads, flyers and brochures
 - h) Your name & logo listed on website w/ link to your site as event sponsor
 - i) PA announcements during event
 - j) Your name and logo on all billboards, television commercials and radio commercials
- QUARTER PAGE ad for 12 months in Full Throttle Magazine.**

PLATINUM SPONSORSHIP - \$10,000

- a) Hang up to five banners outside
 - b) Your name on back of the event t-shirt
 - c) Your material on our information table
 - d) Fifteen tickets to the Expo VIP AREA
 - e) Your name and logo on all billboards, television commercials and radio commercials
 - f) 10' x 30' booth space at event
 - g) Your name listed & logo on our website as event sponsor with link to your website
 - h) PA announcements during event
 - i) Your name on all flyers, brochures, tickets & posters
 - j) 5,000 1/4 flyers or 3x5 banner printed
- k) HALF PAGE ad for 12 months in Full Throttle Magazine.**
- L) Ads posted on digital screen near stage at event

PRESENTING SPONSORSHIP - \$15,000

- a) Hang up to ten banners outside
 - b) Your name and logo featured on the back of the event t-shirt and 20 event shirts
 - c) Your material on our information table
 - d) Twenty tickets to the Expo VIP AREA
 - e) Logo on event schedule posted around event
 - f) 20' x 20' booth (4 plex) at event + more if needed
 - g) Numerous PA announcements during the event
 - h) Your name & logo featured on website as event sponsor with link to your website
 - i) Your name and logo featured on all flyers, brochures, tickets and posters
 - j) Your name and logo on all billboards, television commercials and radio commercials
 - k) Your name on all trophies
- l) FULL PAGE ad for 12 months in Full Throttle Magazine.**
- m) Event Presented by YOUR BUSINESS
 - n) Exclusivity for your area of business
 - o) 5,000 1/4 flyers or 3x5 banner printed
 - p) Ads posted on digital screen near stage at event
 - q) Hand out Bike Builder Invitational Awards on stage





ADDITIONAL FEATURED SPONSOR PACKAGES

A) \$100 per hour cash giveaway - includes 10x10 booth. Your company mentioned on the P.A. every hour in conjunction with the cash give away.

\$2,500

B) VIP AREA - Includes 10' x 10" booth & your banners and info on and around the VIP area (The Quaker Steak and Lube Stage). Your logo will also be listed on any and all promotional and advertising items associated with the Expo and Bike Builder Invitational.

\$2,000

C) Miss Full Throttle Contest - includes 10' x 10" booth & your name on all trophies, ads, flyers and brochures. A custom made 3'x6' banner hung all weekend long at the inside main stage area, numerous PA announcements during and leading up to the contest plus the opportunity of being a judge during the contest. **INCLUDES MAY COVER OF FULL THROTTLE MAGAZINE! With two pages inside the magazine!**

\$3,500

D) Ride-in Bike Show - includes 10' x 10" booth & your name on all trophies, ads, flyers and brochures. A custom made 3'x6' banner hung near the bike show area all weekend long

\$1,500

E) MAN CAVE Give-a-way - Numerous stage mentions throughout the weekend leading up to the drawing. You will get the list from all people entered for your weekly e-mail or advertising) Plus listed on all advertising, flyers, event posters and listed on the website. Give-a-way consists of: Couch/Pool Table/Recliner/BIG FLAT SCREEN TV & Surround Sound to be given away.

\$3,000

G) ENTERTAINMENT - Includes 10' x 10" booth & your name on all ads, flyers and brochures. A custom made 3'x6' banner at the event all weekend and numerous mentions on stage during event. We are going to have burlesque girls, magicians, comedy acts, street performers and much more to make the event fun and exciting for all.

\$2,500

OR SPONSOR ALL OF THESE GREAT EVENTS DURING THE EXPO FOR A DISCOUNTED PRICE OF \$12,000 (List Rate: \$10,000)



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EXHIBITOR SPACE AND ADVERTISING

ADVERTISING :

BANNERS:

The banners will be strategically hung at the event and will be easily seen by spectators and any video that may be shot during the event. This is a durable vinyl banner, complete with gromets, indoor outdoor quality and yours to keep to reuse after the event.

3 x 10 banner (We design & print)	\$ 150.00 ea
3 x 10 banner (You supply)	\$ 50.00 ea
3 x 5 banner (We design & print)	\$ 75.00 ea
3 x 5 banner (You supply)	\$ 50.00 ea

**The sooner you become a sponsor ...
...the sooner we can promote your business!**



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