



FULL THROTTLE MAGAZINE'S

**20th Annual
FLORIDA MOTORCYCLE EXPO &
BIKE BUILDER INVITATIONAL**

February 9th - 11th, 2018

@ Quaker Steak and Lube, Clearwater



Dear Potential Sponsor:

February 9th-11th, 2018 are the dates for the
20th Annual Florida Motorcycle Expo & 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 **40,000 people in attendance** over the event weekend the past 7 years!

The Builders Invitational bikes are located inside one enormous, climate controlled tent with numerous vendors consuming the entire surrounding parking lot. There is one major outside stage that features Tampa Bay's top bands and our National acts performing each night. 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 **SEVEN** 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 (Championship ring worth a value of \$5,000), plus five separate class winners with a prize fund of \$1,000 for each (and a pendant valued at \$1,000 for 1st place) for **a total of \$20,000 in total cash prizes....** this is one of the most prestigious bike build-offs in the country. 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 9th - 11th, 2018**.



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2018 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
- d) 4 tickets to the Expo BERT'S HARLEY VIP AREA
- e) 2,500 1/4 flyers or 3x6 banner printed
- f) 10' x 10' booth space at event
- g) Your name and logo listed on website & FT Social Media 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 & Print ads
- j) QUARTER PAGE AD for 12 months in Full Throttle Magazine (\$2400 Value)**

GOLD SPONSORSHIP - \$5,000

- a) Hang two 3' x 6' banners outside
- b) Your name on the back of the event t-shirt
- d) 8 tickets to the Expo BERT'S HARLEY VIP AREA
- e) 5,000 1/4 flyers or 3x6 banner printed
- f) 10' x 20' booth space at event
- g) Your name listed on all Expo print ads, flyers and brochures for Expo
- h) Your name & logo listed on website & FT Social Media 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
- k) Half Page ad in 10,000 EXPO event programs**
- l) HALF PAGE ad for 12 months in Full Throttle Magazine (\$4200 Value)**

**All Sponsorships Will Be On Stage Saturday
during the event and presented with a special
award a Special Award
From Full Throttle Magazine**

PLATINUM SPONSORSHIP - \$10,000

- a) Hang up to five banners outside
- b) Your name on back of the event t-shirt
- d) 12 tickets to the Expo BERT'S HARLEY 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 & FT Social Media as event sponsor with link to your website
- h) PA announcements during event
- i) Your name on all Expo flyers, brochures & posters for Expo
- j) 5,000 1/4 flyers or 3x5 banner printed
- k) FULL PAGE AD in 10,000 EXPO event programs**
- l) FULL PAGE ad for 12 months in Full Throttle Magazine (\$7,200 Value)**
- m) Ads posted on digital screen near stage at event all three days of event
- n) 12 Event T-Shirts

DIAMOND SPONSORSHIP - \$15,000

- a) Hang up to ten banners
- b) Your name and logo featured on the back of the event t-shirt
- c) 16 event shirts
- d) 16 tickets to the Expo BERT'S HARLEY VIP AREA
- e) 20' x 20' booth (4 plex) at event
- f) Numerous PA announcements during the event
- g) Your name & logo featured on website & FT Social Media as event sponsor with link to your website
- h) Your name and logo featured on all Expo flyers, brochures and posters
- i) Your name and logo on all Expo billboards, television commercials and radio commercials
- j) Your name on all trophies
- k) Premium Full-Page ad in 10,000 event programs or Double Truck Ad (2 pages)**
- l) DOUBLE PAGE ad for 12 months in Full Throttle Magazine (\$14,400 VALUE)**
- Or Full Page Ad For 12 Months and a Cover of Full Throttle Magazine in 2018**
- m) Exclusivity for your area of business for Sponsorship at The Expo
- n) 5,000 1/4 flyers or 3x5 banner printed
- o) Ads posted on digital screen near stage at event
- p) Hand out \$20,000 Bike Builder Invitational Awards on stage Sunday at Event



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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) Miss Full Throttle BIKINI 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 a Full Page ad in Event Program & Full Page in April 2018 issue Of Full Throttle Magazine with Miss Full Throttle for your company.**

\$2,500

C) 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

D) 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, celebrities, 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 \$7,000 (List Rate: \$9,000) along with booth space at the event, your logo on all of the Expo Promotions & a HALF PAGE AD for a year (12 mths) in Full Throttle Magazine.



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EXHIBITOR SPACE AND ADVERTISING

ADVERTISING :

EVENT PROGRAM

Premuim Page - \$500

Full Page Ad In Program - \$400

Half Page Ad In Program - \$200

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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