



BIKEFEST 2016

North Central Florida's ONLY Motorcycle Rally

Saturday September 17th 2016. 10am – 4pm

Sponsorship Opportunities

Dear _____,

Thank you so much for considering becoming a sponsor for the 5th Annual Capital City Bikefest. All proceeds from this event will be used to support the programs and services of The Center for Independent Living of North Florida, DBA Ability1st. Ability1st, a 501 (c)(3) non-profit organization, has been positively impacting the lives of people with varying disabilities for over 30 years. Their mission statement says it all - Offering persons with disabilities the opportunity to achieve, maintain, and strengthen their level of independence. These services are provided at no cost to their consumers.

Last year, Capital City Bikefest welcomed over 2,000 attendees on two and four wheels. As the area's only motorcycle rally we welcome and attract all motorcycle enthusiasts, families, riding clubs and supporters from around the southeast region. Bringing all of these diverse individuals and groups together means we are able to offer a unique opportunity to reach entire the motorcycle community.

We are very pleased to announce that this year's event will, once again, be held at the Tallahassee Airport General Aviation thanks to the generous support and sponsorship of Flightline Group, Inc., and Red Hills Powersports, Tallahassee. The event will run from 10 a.m. to 4 p.m. on Saturday September 17th 2016.

We appreciate all donations and are pleased to offer the following levels of sponsorship - all donations are tax-deductible.

Sponsorship Opportunities

\$2500 – The Leader of the Pack

- 🏍️ Top Logo Placement on Flyer *
- 🏍️ Top Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **
- 🏍️ Logo Placement on Bikefest Facebook Page ***

- 🚲 Weekly Bikefest Facebook Shout-Out's ****
- 🚲 Quote in Radio Public Service Announcement (assuming sponsorship is received before 08/01/2016).
- 🚲 Top Logo Placement on all 5th Annual Capital City Bikefest T-Shirts *****
- 🚲 Four 5th Annual Capital City Bikefest Sponsor T-Shirts
- 🚲 Top Vendor Spot In Exclusive Sponsor Area at the Event (closest to the Stage Area to allow for maximum exposure)
- 🚲 Your Business' Banner Displayed in Stage Area at the Event
- 🚲 Your Business' Banner Displayed in the Demonstration Arena at the Event
- 🚲 Top Logo Placement on Sponsor Board at the Event
- 🚲 Unique Opportunity to Speak on Stage at the Event
- 🚲 Four Promotional "Shout-Outs" by our MC at the Event
- 🚲 Exclusive Featured Business *****

\$1000 – The Fuel in Our Tank

- 🚲 Logo Placement on Flyer *
- 🚲 Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **
- 🚲 Logo Placement on Bikefest Facebook Page ***
- 🚲 Bi-Weekly Bikefest Facebook Shout-Out's ****
- 🚲 Logo Placement on all 5th Annual Capital City Bikefest T-Shirts *****
- 🚲 Four 5th Annual Capital City Bikefest Sponsor T-Shirts
- 🚲 Vendor Spot in Exclusive Sponsor Area at the Event
- 🚲 Your Business' Banner Displayed in the Demonstration Arena at the Event
- 🚲 Logo Placement on Sponsor Board at the Event
- 🚲 Unique Opportunity to Speak on Stage at the Event
- 🚲 Three Promotional "Shout-Outs" by our MC at the Event

\$750 – The Tread on Our Tires

- 🚲 Logo Placement on Flyer *
- 🚲 Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **
- 🚲 Logo Placement on Bikefest Facebook Page ***
- 🚲 Monthly Bikefest Facebook Shout-Out's ****
- 🚲 Two 5th Annual Capital City Bikefest Sponsor T-Shirts
- 🚲 Vendor Spot in Exclusive Sponsor Area at the Event
- 🚲 Your Business' Banner Displayed in the Demonstration Arena at the Event
- 🚲 Logo Placement on Sponsor Board at the Event
- 🚲 Two Promotional "Shout-Outs" by our MC at the Event

\$500 – The Valve in the Engine

- 🚲 Logo Placement on Flyer *
- 🚲 Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **
- 🚲 Logo Placement on Bikefest Facebook Page ***
- 🚲 Two 5th Annual Capital City Bikefest Sponsor T-Shirts
- 🚲 Vendor Spot in Exclusive Sponsor Area at the Event
- 🚲 Your Business' Banner Displayed in the Demonstration Arena at the Event
- 🚲 Logo Placement on Sponsor Board at the Event
- 🚲 One Promotional "Shout-Out" by our MC at the Event

\$250 – The Link in the Chain

- 🚲 Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **
- 🚲 Logo Placement on Bikefest Facebook Page ***
- 🚲 One 5th Annual Capital City Bikefest Sponsor T-Shirts
- 🚲 Vendor Spot in Exclusive Sponsor Area at the Event
- 🚲 Your Business' Banner Displayed in the Demonstration Arena at the Event
- 🚲 Logo Placement on Sponsor Board at the Event

If you require more information about the event please do not hesitate to contact me. If you would like more information about Ability1st you can contact Dan Moore, Executive Director of Ability1st on 850-575-9621(x102) or e-mail him at danmoore@ability1st.info

Thank you so much for your consideration and support. We look forward to working with you.

Many Thanks and Kind Regards

Gill Hepple
Event Coordinator
850-544-0659
gill@tallahasseebikefest.org

Top Logo Placement on Flyer *

We have three print runs of our flyer. The deadlines for this logo placement are: 1st Run – 04/01/2016, 2nd Run – 05/15/2016, 3rd and Final Run – 07/15/2016. Unfortunately, sponsorship applications that are received after these dates are not guaranteed logo placement on our flyer.

Top Logo Placement on Bikefest Website (www.capitalcitybikefest.org) **

Our website is updated once a week. Logo placements will be added during these updates. The deadline for all sponsorship logo placement on our website is 09/01/2016. Unfortunately, sponsorship applications that are received after this date are not guaranteed logo placement on our website. Logo placements on our website run from the date of acceptance of your sponsorship until 01/31/2017.

Logo Placement on Bikefest Facebook Page ***

Our Facebook page is updated once a week. Logo placements will be added during these updates. The deadline for all sponsorship logo placement on our Facebook page is 09/01/2016. Unfortunately, sponsorship applications that are received after this date are not guaranteed logo placement on our Facebook page. Logo placements on Facebook page run from the date of acceptance of your sponsorship until 01/31/2017.

Bikefest Facebook Shout-Out's ****

We feel it is very important for our Bikefest Facebook Fans to know who our biggest supporters are and for our sponsors to receive the recognition that their generous sponsorship deserves. Therefore we will be recognizing you on our Facebook page, linking to your business (where applicable) and promoting your activities to all of our Facebook contacts, fans and followers.

Logo Placement on all 5th Annual Capital City Bikefest T-Shirts *****

The deadline for our t-shirt design is 08/15/2016. Unfortunately, sponsorship applications that are received after this date are not guaranteed logo placement on our t-shirts.

Exclusive Featured Business *****

A new sponsorship perk for this year's event! If you are the first in your field to submit a \$2500 sponsorship application and check you have the opportunity to request that you are the only business in your respective field that we partner with. For example, if your business deals in insurance and you submit a \$2500 check and sponsorship application you can request that we not accept sponsorship from any other business in the insurance field as a sponsor. We will, at the time of your sponsorship application be able to tell you if other businesses in your field have already become sponsors as this voids the opportunity to take advantage of the Exclusive Featured Business perk – so, get in early, beat your competitors and make the 5th Annual Capital City Bikefest's sponsorship opportunities work for you!! Unfortunately we are not able to offer this to our motorcycle dealership sponsors.

Sponsorship Payment Deadline

To become a sponsor, your Sponsorship Application must be completed and submitted to a Bikefest Committee Member / Volunteer or to Dan Moore at Ability1st. Once we receive your application, we will contact you to obtain a high resolution copy of your logo and any other promotional information for your level of sponsorship.

We would prefer payment be made when your application is submitted. However, if this is not possible, our deadline for payment is September 1st 2016.



BIKEFEST 2016

Sponsorship Application

Please complete the form below:

NAME _____

BUSINESS NAME _____

ADDRESS _____

TELEPHONE _____

E-MAIL ADDRESS _____

BEST CONTACT METHOD _____

LEVEL OF SPONSORSHIP _____

T-SHIRT SIZE(S) REQUIRED _____

Your sponsorship form and check can be submitted in two ways;

1. With the committee member / volunteer who gave you this application
2. By Mail to Ability1st – Attn: Dan Moore, Executive Director, Ability1st, 1823 Buford Court, Tallahassee, FL, 32308.

Please make all checks payable to Ability1st.

Upon receipt of your application form and check you will be contacted a Bikefest committee member so that we can obtain a high resolution copy of your logo.

Thank you again for your support, we look forward to seeing you at the 5th Annual Capital City Bikefest!