

Dear Potential Sponsor,

We would like to thank our past sponsors that have continually supported Bikefest on the Grand. Bikefest would not be possible without our sponsors and their continued commitment in helping us make bikefest a successful event. We are again asking for your support to make 2011 possible.

Bikefest is growing, and we are bringing in new entertainment and new ideas to make this event continue to be one of the most unique, fun and entertaining events in the Western Michigan area.

As you know Bikefest continues to support charities every year starting with the first year when a young gentleman got injured riding a dirt bike, since then Bikefest on the Grand has given to MDA, The Veterans, and other smaller causes that tend to get overlooked by other events and festivals. We would like to continue giving with this years support going to Shoreline Foundation and Muscular Dystrophy Association in support of Julie Meinders. Your sponsorship dollar is Tax deductible.

The 2011 Bikefest on the Grand planning is underway and we already have many exciting new entertainment scheduled and we are confident and determined to grow the festival into something that will last for years to come.

Bikefest on the Grand is located on the Shores of the Grand River at Conestoga Campground, the Campground has many beautiful features that you will only see in this secluded spot located in between Nunica and Eastmanville on Leonard Rd. in Coopersville. We hope you will consider being a Sponsor of this Event and Support the growth as we move forward to new and exciting entertainment for years to come.

If you are interested in helping please contact us at:

Tracy.holt.1963@gmail.com

Thank you in advance for your support.

Tracy Holt

231-638-2497

Sponsorship Levels

Official Bikefest Sponsor

- You will hold the title of the Official Sponsor at Bikefest on the Grand – \$50,000
- Your Logo Banner will have Prime Spot on the Home page of Bikefest on the Grand (www.bikefestonthegrand.com and www.bikefestonthegrand.org) and a link to your website.
- You will be provided with a (2) Two Camper trailers for your company to host it's company gathering for the duration of the weekend.
- You will have an exclusive vendor spot for promotional materials and sales for your company.
- You may also place your company's banner throughout the event area (up to 3 banners – you supply the banners)
- Your company name will be mentioned in Radio Spots about the event as the “Official Sponsor of the Bikefest on the Grand”.
- Your Company Logo and Name place on all advertising [including but not limited to] Print Advertising, Billboards, Press Releases, Flyers, Posters, Emails, Magazine, Media Coverage and Event Schedules.
- Your Company will have a live introduction on the Main stage during our Kick off party on Friday night
- Your company logo to be present on all souvenir mugs.
- A Thank you plaque with Company Logo and Sponsorship status.

Official Main Stage Sponsor

- You will hold the title of the Official Main Stage Sponsor at Bikefest on the Grand – \$25,000
- Your company will be the “Main Stage” Sponsor in the Beverage Tent.
- Your companies banner Prime Spot in the Beverage Tent (Company must provide banner 15 days in advance)
- Your company will receive VIP Seating in the Beverage Tent
- You company will have access to (1) one Camper trailer for the duration of the weekend. To host company gatherings.
- Your company Logo and Name placed on all advertising [including but not limited to] Print Advertising, Billboards, Press releases, flyers, Posters, emails, Magazine, media coverage and event schedules.
- Your company vendor space in high traffic to display promotional materials or sell products.
- Sponsor mention during kick off party on Friday night.
- Logo/Link on home page of Bikefest on the Grand Website (www.bikefestonthegrand.com and www.bikefestonthegrand.org)
- A Thank you plaque with Company Logo and Sponsorship status.

Entertainment Sponsor

- Your company will be referred to as “Official Sponsor” of a Specific Event (ie: Custom Bike Builders, Wall of death, Motorcycle show, etc.)
\$1,000 - \$15,000 (depending on entertainment sponsored)
- Logo Banner at the entertainment area your sponsoring (Maximum size 6 x 4) All banners must be supplied by sponsor and supplied 15 days prior of the event.
- Company name printed on Event Schedules
- 10 x 12 vending space to display company promotional material or sell company products.
- Thank you announcements throughout the event.
- Your company will listed as the sponsor of the event in all printed advertising such as flyers, and schedule of events.
- Your company logo/link will be on the Bikefest on the Grand Website
(www.bikefestonthegrand.com and www.bikefestonthegrand.org)
- A Thank you plaque with Company Logo and Sponsorship status.

Entertainment Sponsor Opportunities

- **Discovery Channel Bike Build off winner and Michigan’s homegrown motorcycle artist Ron Finch**
- **Wall of Death**
- **Motorcycle Show**
- **Field Events**
- **Bike Breakfast**
- **Muscular Dystrophy Run**
- **Wet Tshirt Dunk Tank**
- **Bikini Contest**
- **Men in Chaps Contest**
- **Blueberry Pie Filling Wrestling**

Event Brochure and Website Advertising

Event Brochure

- Full Page (Front or back) Advertising \$1,500
- 1/2 page Advertising \$1,000
- ¼ page Advertising \$500
- 1/8 page Advertising \$250
- Name/phone number listed \$100

Website Advertising

- Large Banner \$500
- Small banner on side \$250
- Full Page \$1,000
- ½ Page \$750

Banner Sponsorship

- Your company banner will be placed in a high traffic area during the event. (All banners must be received 15 days prior, you supply the banner)
–Limited Space Allowed- \$500

Note: Any amount of Sponsorship money or service trade is welcome and custom sponsorships are also welcome for more information contact tracy.holt.1963@gmail.com or call Tracy @ 231-638-2497.

All donations and Sponsorships are Tax deductible.

BIKEFEST ON THE GRAND REGISTRATION FORM

Name of Sponsor _____

Street Address _____

City _____ State _____ Zip _____

Contact Person _____

Phone _____ Cell Phone _____ Fax _____

Type of Sponsorship

_____ Official Bikefest Sponsor \$50,000

_____ Official Main Stage Sponsor \$25,000

_____ Entertainment Sponsor \$1,000 - \$15,000

Entertainment Sponsored _____

_____ Banner Sponsor \$500

Advertising Website/Brochure Size: _____ Amount: _____

By signing this you are agreeing to the sponsorship level checked above:

Sponsor Rep Signature Date: _____

Bikefest on the Grand Rep Signature Date: _____

C/O Tracy Holt
Bikefest on the Grand
972 Wilson Ave.
Muskegon, Michigan 49441

