



FULL THROTTLE MAGAZINE'S

**14th Annual
FLORIDA MOTORCYCLE EXPO
AND
BIKE BUILDER INVITATIONAL
January 27-29, 2012**

Brought To You By: Attorney Fran M. Haasch, Walker Ford, Full Throttle Magazine & Quaker Steak & Lube





Dear Potential Sponsor:

January 27-29, 2012 are the dates for the **14th Annual Florida Motorcycle Expo** and the **7th 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 new venue for the Motorcycle Expo & Bike Builder Invitational and "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.

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 are inside and outside stages 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, Tattoo Contest, plus a \$100 per hour cash giveaway and more and you have the biggest and best event to hit Central Florida!

For the past four 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 Wingate 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 \$500 each 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" January 27-29, 2012.

Paul Allen / Publisher
Tony Cianci / Editor



FULL THROTTLE MAGAZINE • 850 DUNBAR AVE. • OLDSMAR, FL 34677
813-814-1424 • 800-889-8180 • 813-814-1256 FAX



2012 MOTORCYCLE EXPO SPONSOR PACKAGES

ASSOCIATE SPONSORSHIP - \$350

- a) Hang your provided 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) Two tickets to the Expo VIP TENT
- e) Your business info listed in event program
- f) 10' X 10' booth at event

BRONZE SPONSORSHIP - \$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) Four tickets to the Expo VIP TENT
- e) Business card size ad in the event program
- f) 10' x 10' booth at event
- g) Your business info listed on our website

SILVER SPONSORSHIP - \$750

- 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 TENT
- e) 1/4 page ad in the event program
- f) 10' x 10' booth at event
- g) Your name and logo listed on website as event sponsor w/ link to your site

GOLD SPONSORSHIP - \$1,500

- a) Hang two 3' x 6' banners outside
- b) Hang two 3' x 6' banner inside hall
- c) Your name on the back of the event t-shirt
- d) Your material on our information table
- e) Ten tickets to the Expo VIP TENT
- f) 1/2 page ad in the event program
- g) 10' x 20' booth inside or outside
- h) Your name listed on all print ads, flyers and brochures
- i) Your name & logo listed on website w/ link to your site as event sponsor

PLATINUM SPONSORSHIP - \$5,000

- a) Hang four 3' x 6' banners outside
- b) Hang four 3' x 6' banners inside (one banner hung at each stage area)
- c) Your name on back of the event t-shirt
- d) Your material on our information table
- e) Fifteen tickets to the Expo VIP TENT
- f) Full page ad in the event program
- g) 20' x 20' booth (4 plex) inside or outside
- h) Your name listed & logo on our website as event sponsor with link to your website
- i) PA announcements during event
- j) Your name on all flyers, brochures, tickets & posters

~~PRESENTING SPONSORSHIP - \$10,000~~

- a) Hang six 3' x 6' banners outside
- b) Hang six 3' x 6' banners inside (one banner at each stage area)
- c) Your name and logo featured on the back of the event t-shirt
- d) Your material on our information table
- e) Twenty tickets to the Expo VIP TENT
- f) BACK COVER & CENTERFOLD in the event program
- g) 20' x 40' booth (8 plex at event + more if needed)
- h) Numerous PA announcements during the event
- i) Your name & logo featured on website as event sponsor with link to your website
- j) Your name and logo featured on all flyers, brochures, tickets and posters
- k) Your name and logo on all billboard, television commercial and radio commercials
- l) Your name on all trophies
- m) FULL-PAGE ad for 6 months in Full Throttle Magazine. You pick the months.
- n) Event Presented by YOUR BUSINESS

**PRESENTING SPONSORSHIPS SOLD TO
FRAN. M. HAASCH & WALKER FORD**

The sooner you become a sponsor ...

...the sooner we can promote your business!



**FULL THROTTLE MAGAZINE • 850 DUNBAR AVE. • OLDSMAR, FL 34677
813-814-1424 • 800-889-8180 • 813-814-1256 FAX**



ADDITIONAL FEATURED SPONSOR PACKAGES

a) \$100 per hour cash giveaway - includes 10' x 20" booth inside or outside. Your company mentioned on the P.A. every hour in conjunction with the cash give away.

\$2,500

B) Tattoo Contest - includes your name on all trophies, ads, flyers and brochures. A custom made 3'x6' banner hung near the stage area all weekend long. The opportunity to provide a judge and P.A. mentions during and leading up to contest.

\$1,500

c) Miss Full Throttle Contest - includes 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.

\$2,500

d) Ride-in Bike Show - includes 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) Outside Stage - includes your company name on the 3' x 15' custom made banner plus your name attached to every event that happens on this stage including announcements, live bands & give-a-ways. You will also have the opportunity to make announcements and throw giveaways.

\$1,500

f) Quaker Steak Stage - includes your company name on the 3' x 15' custom made banner plus your name attached to every event that happens on this stage including announcements, live bands & giveaways. You will also have the opportunity to make announcements and throw give-a-ways.

\$1,000

g) Scooter/bike Give-a-way - Numerous stage mentions throughout the weekend leading up to the drawing. Plus listed on all advertising, flyers, event posters and listed on the website. Sponsor must supply the scooter / bikes(s) to be given away.

\$500

h) Individual Bike Builder Invitational Class Sponsorships (see Tony Cianci)

\$1,000 per class



**FULL THROTTLE MAGAZINE • 850 DUNBAR AVE. • OLDSMAR, FL 34677
813-814-1424 • 800-889-8180 • 813-814-1256 FAX**



EXHIBITOR SPACE AND ADVERTISING

EXHIBITOR /VENDOR SPACE

Outside (Includes 1 table, 2 chairs.)

10 x 10 Booth (not on a corner)	\$ 250.00
10 x 10 Corner Booth	\$ 300.00
20 x 20 Booth (4 plex)	\$ 900.00

Larger sizes outside will be based on square footage at \$2.00 per sq. ft. (Example 10 x 30 = \$600.00) When figuring the size you need you must include a trailer tongue or a vehicle attached to a trailer as part of your dimensions unless it can be removed.

ADVERTISING :

Show program: The program will be an 8 ½" x 5 ½", all gloss and full color. The program features a vendor directory and a complete schedule of the weekend's events. It becomes a souvenir and is taken all over the country after the event.

Premium Pages:

Inside Front Cover	\$500.00
Page One	\$500.00
Inside Back Cover	\$500.00
Back Cover	\$750.00

Other Pages:

Double Truck (2pgs.):	\$500.00
Full Page:	\$300.00
Half Page:	\$200.00
Quarter Page:	\$100.00

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)	\$ 35.00 ea
3 x 5 banner (We design & print)	\$ 75.00 ea
3 x 5 banner (You supply)	\$ 35.00 ea

The sooner you become a sponsor ...

...the sooner we can promote your business!



**FULL THROTTLE MAGAZINE • 850 DUNBAR AVE. • OLDSMAR, FL 34677
813-814-1424 • 800-889-8180 • 813-814-1256 FAX**