



SPONSORSHIP LEVELS AND BENEFITS

ROAD KING SPONSOR(S) - \$10,000 Cash or Media Value

- (04) Tickets to the “Born To Be Wild” Kickoff Party (Valid Feb. 15)
- (12) VIP Wristbands into the Festival VIP Tent (Valid Feb. 17 & 18)
- Free vendor display at the Festival (Valid Feb. 17 & 18)
- Inclusion on the following Festival marketing platforms:

Posters
Festival Schedule Mailer & E-blast
Print Ads
Banners
Website (Home Page & Sponsor Page)
Social Media Posts

FULL CHROME SPONSOR(S) - \$5,000 Cash or Media Value

- (02) Tickets to the “Born To Be Wild” Kickoff Party (Valid Feb. 15)
- (08) VIP Wristbands into the Festival VIP Tent (Valid Feb. 17 & 18)
- Free vendor display at the Festival (Valid Feb. 17 & 18)
- Inclusion on the following Festival marketing platforms:

Festival Schedule E-Blast
Banners
Website (Sponsor Page Only)
Social Media Posts

CUSTOM SPONSOR(S) - \$2,500 Cash or Media Value

- (06) VIP Wristbands into the Festival VIP Tent (Valid Feb. 17 & 18)
- Inclusion on the following Festival marketing platforms:

Festival Schedule E-Blast
Banners
Website (Sponsor Page Only)

HIGH PERFORMANCE SPONSOR(S) - \$1,000 Cash or Media Value

- (04) VIP Wristbands into the Festival VIP Tent (Valid Feb. 17 & 18)
- Inclusion on the following Festival marketing platforms:

Banners
Website (Sponsor Page Only)