

With an attendance of between six and ten thousand people every year on Good Friday, the Bankstown Custom Motorcycle Show is regarded as one of the biggest and best Motorcycle shows in Australia. It's also Australia's longest running motorcycle show, 25 years and still going strong!

And we're already preparing to make next year's show the biggest and best yet!

It is our pleasure to invite you to be included through one of the many great sponsorship deals that are on offer. This will not only allow your company and brand to be showcased in front of the thousands of attendees, resulting increased extension of your brand and product reach, it will also provide the opportunity to be a part of the most memorable bike show in Australia!

A highlight of the show has always been the prize categories and the awarding of our trophies. And all our trophies are uniquely designed in collaboration with the sponsor to truly represent their brand.

There are three levels of sponsorship available;

Gold Sponsorship;

As a premium sponsor your company name/logo will be prominently displayed in all forms of advertising, ensuring that it is seen by as large an audience as possible. On top of this advertising;

- A total 75000 full and half page print ads and posters in major industry magazines such as Live to Ride, heavy Duty, Ozbike magazines.
- Ads with your logo will also feature in local and interstate newspapers, community papers and Drum media.
- 500 A5 colour flyers distributed from all major Sydney metropolitan motorcycle shops.
- 900 A3 colour posters displayed in aforementioned shops
- The provision of an 8m x 8m stall from which merchandise can be sold
- Direct link to your company from the Hard n Fast website
- Showcased company logo on all social media advertising – as part of a 5 month campaign beginning in November with the intended outcome of reaching over 500,000 target audience members

Gold sponsorship is valued at \$2500 and this can be negotiated as a mix of cash and product.

There are only a limited amount of Gold sponsors allowed, and a deposit of half the sponsorship package total is required to ensure your inclusion.

Silver sponsorship

Silver Sponsors are afforded the honour of having their name allocated to prize categories to further increase their company's brand presence at the show, and the bespoke trophy for that category will be designed in consultation with the sponsor and featuring their company logo.

In addition to this, their logo will not only be displayed on all the print advertising, it will also be showcased in Australia's major motorcycling magazines, such as; Live to Ride (with inclusion on the Live to Ride poster insert) and Ozbike.

For a small nominal fee in addition to the above, Silver Sponsors are also able to have stalls provided on which they will be able to sell their merchandise.

A basic silver sponsorship will only cost \$350 then with a co-payment of;

- \$100 a table sized stall will be provided
- \$220 a 3 x 3stall will be provided
- \$440 a 6 x 3 stall will be provided
- \$660 a 9 x 3 stall will be provided

Bronze Sponsorship

The bronze sponsorship is the basic iteration of sponsorship on offer, still giving you good access to a large audience for a small outlay.

It consists of;

- Name emblazoned on trophies
- Name on all official artwork
- Name on posters
- Name on Hard n Fast website

The price for the basic bronze package is only \$350

To meet advertising deadlines, all sponsorship arrangements need to be finalised by the first Friday of November, in order to be included in the Good Friday event (March 30th 2018). So don't miss out on the opportunity to be part of Sydney premier motorbike show. So whether it be a simple trade stall at \$200, the silver sponsorship at \$350 or the premium Gold Sponsorship, please do not hesitate in contacting us as soon as possible on jcollins@hardnfast.com or on 040767760