

presented by:



# Paragons Promotion Sponsorship Packages

## Program Overview 2020:

13 Events

7 Cities

130,000 Attendees

Over 10 Million Targeted Advertising Exposures

Exposure on up to 6 Websites with a combined: 10k page views/month

Previous Celebrities have included Billy the Exterminator from A&E TV, Michelle Smith Former Playboy Playmate and Host of Two Wheel Thunder on Discovery HD Theater, Sons of Anarchy Cast Members, Ryan Hurst (Oppie), Theo Rossi (Juice), Kim Coates (Tig), Tommy Flanagan (Chibs), Emilio Rivera (Alveraz), Michael Ornstein, Mark Boone Jr (Bobby)

## Previous Sponsors:



# LAW TIGERS



## Allstate

You're in good hands.

NIK CHAMPION  
630-332-2555

## Event Calendar 2020 Events

Show	Date	Venue	Attendance
9 <sup>th</sup> Annual Hastings MI Motorcycle Swap Meet	January 5	Barry County Expo Center Hastings MI	3,000
36 <sup>th</sup> Peotone Motorcycle Show & Parts Expo (Indoor Event)	January 19 <sup>th</sup>	Will County Fairgrounds Peotone IL	5,000
36 <sup>th</sup> Annual Chicago Motorcycle Show & Parts Expo	Jan 31 <sup>st</sup> – Feb 1 <sup>st</sup>	Tinley Park Convention Center, Tinley Park, IL (Chicago Land)	10,000
47 <sup>th</sup> annual Kalamazoo Motorcycle Swap Meet & Parts Expo	March 22 <sup>nd</sup>	Wings Event Center Kalamazoo MI	5,000
17 <sup>th</sup> annual Wexford County Motorcycle Swap Meet & Parts Expo	April 11 <sup>th</sup>	Wexford County Civic Center Cadillac MI	5,000
38 <sup>th</sup> Annual Grand Rapids Motorcycle Swap Meet	April 26 <sup>th</sup>	4 Mile Show Place	5,000
36 <sup>th</sup> Peotone Motorcycle Show & Parts Expo (Indoor & Outdoor Event)	May 3 <sup>th</sup>	Will County Fairgrounds Peotone IL	5,000
48 <sup>th</sup> Annual Blessing of Bikes Festival	May 15 <sup>th</sup> - 17 <sup>th</sup>	Baldwin, Michigan	40,000
32 <sup>nd</sup> Annual Spring Valpo-Fest Motorcycle-Car Show & Swap Meet	May 24 <sup>th</sup>	Porter County Expo Centre Valparaiso IN	5,000
36 <sup>th</sup> Peotone Motorcycle Rodeo, Show & Parts Expo (Indoor & Outdoor Event)	July 12 <sup>th</sup>	Will County Fairgrounds Peotone IL	10,000
36 <sup>th</sup> Peotone Motorcycle Show & Parts Expo (Indoor & Outdoor Event)	October 4 <sup>th</sup>	Will County Fairgrounds Peotone IL	5,000
47 <sup>th</sup> Annual Kalamazoo Motorcycle Swap Meet & Parts Expo	October 11 <sup>th</sup>	Wings Event Center Kalamazoo MI	5,000

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38 <sup>th</sup> Annual Grand Rapids (MI) Motorcycle Swap Meet	Nov 15 <sup>th</sup>	4 Mile Show Place	5,000
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Expected attendees for 2020: 130,000

Over 50 million exposures

(We also customize packages according to your budget and requirements)

## Diamond Sponsor:

**\$5,000** (only 1 sponsorship available for Chicago Show only)

- Signage and booth space at prime location
- Admittance for 8
- Logos on all print materials, also shown 50% larger than any other sponsor
- Mentions on all radio and TV spots
- Free standing insert or Two page spread show in program
- Banner at event entry during event, event to be mentioned and announced as the "Paragon's Cycle Show Tour presented by (Sponsor Co)"
- Huge Banner at the main stage, size 12 feet x 4 feet
- Name mentioned at local radio and print advertisements (app. 5 million exposures)
- Will be mention on all boosted post on Face Book on Chicago Land Area, Northern Indiana & Southern Wisconsin area, as well as Twitter and Instagram
- Name will be mentioned in print advertisements in biker magazines like Thunder Press, Thunder Road
- Abate magazine of Illinois, Indiana, etc, Thunder roads Magazine of Illinois, Indiana, Walneck etc. (1 million exposures)
- Logo shown on all materials and show billed as presented by...(Your Company Name)
- Logo will be printed on the front page of 60,000 event flyers per show, which will be distributed in Illinois, Wisconsin, Indiana, Michigan and (approximately 5 million exposures)
- Sponsor Company's name and logo will be shown on the front page of Paragons Promotion website

## Gold Sponsor:

**\$2,000** per show (*not including Chicago Show*) or \$10,000 for all 13 shows (3 available)

- Signage and booth
- Admittance for 4
- 10 x 10 vending space at prime location
- Your promotional literature will be handed to every spectator at the front box office.
- Logos on all Print materials and website with hyper linked to your website

- Mentions on Radio and Media ads
- Mentions on all boosted post on Face Book on local geographic area, as well as Twitter and Instagram
- Frequent mentions on PA during the events
- Exclusive on some of the events

### Silver Sponsor:

**\$1000** per show (not including Chicago Show) or \$7,500 for all 13 shows includes

- Signage and booth space 10 x 10
- Admittance for 4
- Logos on all materials and website with hyper linked to your website
- Mentions on all boosted post on Face Book on local geographic area, as well as Twitter and Instagram
- Frequent mentions on PA during the events

For more information contact:

Gill

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