



## Proposal for Sponsors: Blue Ridge Bike Show 2025

The Blue Ridge Bike Show offers a unique opportunity for bikers and bike enthusiasts to come together and celebrate the machines, the culture, and the lifestyle. Unlike traditional bike rallies or festivals, our event places the spotlight on motorcycles, bike services, and related products, making them the star attractions.

At a time when bike expos and festivals are becoming increasingly rare, we aim to reignite the passion for the biker lifestyle in the Southeast. Our show is more than just a gathering; it's an exciting platform for businesses to engage with a dedicated audience. Whether you're a retailer, vendor, crafter, or service provider connected to the motorcycle lifestyle, this event offers a premier opportunity for sales and brand visibility.

### Why Sponsor the Blue Ridge Bike Show?

1. **Exclusivity:** Currently, there is nothing like this in the region. Our show is one of the few comprehensive bike expos in the Southeast, making it a must-attend event for the community.
2. **Strategic Location:** Hickory, North Carolina, is centrally located, offering easy access for riders across the Southeast, including North Carolina, South Carolina, Tennessee, West Virginia, Georgia, and beyond. Its proximity to the scenic Blue Ridge Mountains makes it a prime spot for riders looking to experience the beauty of the region.
3. **Tourism Impact:** Hickory is the perfect size city to handle a significant boost in tourism while remaining easy to navigate, with ample lodging options. The Blue Ridge Bike Show will attract both local enthusiasts and travelers from neighboring states, creating a diverse and engaged audience for sponsors to connect with.
4. **Reigniting the Biker Lifestyle:** By sponsoring this event, you're supporting the revival of a community that values passion, craftsmanship, and adventure. Your brand will be aligned with a movement to bring back the excitement of biker culture in a region that's been waiting for an event like this.
5. **The Power of Expos:** Attendees will already be endeared to your brand due to your affiliation to the show, making them more willing and interested buyers and loyal followers. Expos and Shows are known to be major advertising and sales vehicles with excellent ROI.

Join us in creating a premier event for the biking community, and take advantage of the marketing and sales opportunities that come with it. The Blue Ridge Bike Show is set to be the Southeastern hub for motorcycle culture, and we invite you to be part of the journey.

# About Us

## What is the Blue Ridge Bike Show?

The Blue Ridge Bike Show was born out of a deep passion for motorcycles and the desire to celebrate the vibrant culture surrounding them. As lifelong motorcycle enthusiasts, we've spent years searching for an event in the Southeast that truly captures the spirit of riding and showcases the craftsmanship, services, and products that power this lifestyle. When we couldn't find what we were looking for, we decided to create it ourselves.

Our mission is to reignite the love for motorcycles and powersports in the Southeast by offering a premier event that brings together riders, vendors, and the community. The Blue Ridge Bike Show will take place in Hickory, North Carolina—an ideal location for riders who want to experience the beauty of the Blue Ridge Mountains while enjoying an event packed with exciting features. From vendors showcasing bikes, gear, and custom parts to engaging presentations by industry experts and scenic guided rides, our show is designed to offer something for everyone.

We are passionate about creating an event where motorcycles, powersports, and the lifestyle they inspire are at the forefront. Whether you're a seasoned rider or just beginning your journey, we invite you to join us for this one-of-a-kind experience. At the Blue Ridge Bike Show, bikes aren't just part of the event—they are the event.

## Who We Are

The Blue Ridge Bike Show was created by a father-daughter team combining their passions for motorcycles and events to create something truly special. Their love for motorcycle culture and expos inspired them to launch this event, bringing together two worlds they care deeply about.

Glen Sharp is a lifelong motorcycle rider and motorsports enthusiast. He began riding at around 5 years old and has loved the lifestyle ever since. His first bike was a 1968 Yamaha Sport. He currently rides a Triumph, but has owned many other bikes, including a 1973 Honda CL 350, a 1980 Yamaha Special, a 1999 Victory V92C, and a Kawasaki Concourse.

Hannah Edwards is Glen's daughter and she has been getting on the back of her dad's motorcycle since she was a little girl. She owns and operates an event planning company known as K&E Occasions, and has always loved to plan large gatherings. When she and Glen realized that the type of motorcycle show they were looking for didn't exist in the region, they decided to take matters into their own hands. With Hannah's expertise in event planning and Glen's deep knowledge of motorcycle culture, they knew they could create an unforgettable experience for riders and enthusiasts alike.

Thus, the Blue Ridge Bike Show was born—a celebration of all things motorcycles and powersports, built by those who live and breathe the lifestyle.

## Our Values

Freedom, Adventure, and Community.

# Sponsorship Info and Pricing

## Main Show Sponsor Tiers

*Each of the following includes a 10x10 vendor booth, an exclusive VIP bag, and free t-shirts for your team attending the event.*

### **Gold**

As a Gold Sponsor, your brand will receive significant visibility. Your logo will be prominently featured on major event signage, promotional emails, social media mentions, and event t-shirts. Additionally, Gold Sponsors will be showcased on the front page of our website and highlighted on the "Sponsors" page. You will also receive a 10x20 booth in a premium location at the show and 10 free tickets. Gold sponsors will also have a prime time slot on the stage.

\$2500

### **Silver**

Silver Sponsors will gain strong visibility, with their logo displayed on event signage, social media posts, and event t-shirts. This package includes a 10x10 booth and your logo featured on our website's "Sponsors" page. Silver Sponsors also receive 10 free tickets to the show. Silver sponsors will have stage time included.

\$2000

### **Bronze**

Bronze Sponsors will enjoy basic exposure, with your logo included on event signage, event t-shirts, and listed on the "Sponsors" page of our website. A 10x10 booth is included in this package, along with 5 free tickets to the show.

\$1500

## Custom Sponsorship Package

Let us help you create a custom sponsorship package tailored to your brand! Showcase your business to an engaged audience that already shares a connection with your brand's community.

## **Additional Sponsorship Opportunities**

*Each of the following includes a 10x10 vendor booth, an exclusive VIP bag, and free t-shirts for your team attending the event.*

### **Lanyard Sponsor**

Your logo will be on the official lanyards all staff and vendors wear at the show! Plus, your brand will be listed on our website and t-shirt.

\$700

### **Hallway Signage Sponsor**

Directional signage during the show will feature your logo, plus exclusive banners for your brand. Plus, your brand will be listed on our website and t-shirt.

\$900

### **Ticketing Sponsor**

Your logo on our printed tickets, and on our ticket booths! Plus, your brand will be listed on our website and t-shirt.

\$800

### **VIP Sponsor**

Sponsor the VIP experience! Your logo will be featured on the VIP bags, and in the VIP lounge. Plus, your brand will be listed on our website and t-shirt.

\$700

### **Guided Ride Sponsor**

Your logo will be prominently displayed on the Start Zone banner, as well as in the event guide and the guided ride maps. Plus, your brand will be listed on our website and t-shirt.

\$600

### **Photo Zone Sponsor**

Sponsor our photo zone, where visitors will stop for photo opportunities! Your logo will be on the signage for this area. Plus, your brand will be listed on our website and t-shirt.

\$600

### **Stage Sponsor**

The stage will feature presentations, workshops, and speakers. Sponsor this area and we will include your logo in all signage for the stage. Your logo will be included in the event guide in the stage information. Plus, your brand will be listed on our website and t-shirt.

\$900

# Show Projections

This show is a brand new, first-year event and therefore exact numbers of attendance are inherently challenging to assess. However, with comparisons to other events in the region, analysis of other motorcycle event attendance, and predictions based on planning and marketing strategies employed in previous projects, we can make some estimates.

**Estimated Attendance:** 250-500

**Proposed Venues:** The Premier Hickory or The Hickory Metro Convention Center. We are currently communicating with representatives of both venues and determining the best available location for our needs.

**Proposed Date and Time:** We are seeking 2 day weekend dates in August or September, either a Friday/Saturday show or a Saturday/Sunday show. Date will be determined by projected success and availability. Time of the event will likely be either 11-4 or 12-5 each day. Details are subject to change.

## Trade Show Value

- New Product Research
- Competitive Intelligence
- Lead Generation
- Brand Awareness
- Networking

## What the Data Says

- According to Lincoln West, 81% of trade show attendees have buying power, meaning trade shows provide the opportunity to connect with decision-makers.
- Highway85Creative shows that, 74% of customers are likely to buy a product after seeing it at a trade show.
- TradeShowLabs reports that the perception of a brand that is not represented at an event falls by 5%, even for global brands.
- Trade shows help increase brand recognition by 76% according to TradeShowLabs.
- Among Fortune 500 companies, 14% reported a 5:1 return on investment (ROI) from their trade show exhibitions, meaning they earned \$5 for every \$1 spent.

# Marketing Plan

We have created a comprehensive marketing plan in order to maximize visibility and bring the most possible attendees to the event.

Our marketing plan will include

- Website- Our website has a unique domain and SEO strategies to draw visitors in strategically from Google.
- Facebook Ads- We will be running strategic Facebook ads directed at motorcycle enthusiasts and others who may be interested in the show.
- Organic Social Posts- We will employ organic social advertising from our official Facebook and Instagram accounts, seeking motorcycle and powersports groups and event sharing groups as well as posting high-converting content to our own feeds such as videos and Reels.
- Google Ads- We will run a Google ad campaign to draw visitors from all corners of the web, particularly those who have recently interacted with motorcycle related content and who are in a reasonable local radius.
- Yard Signs- We will place signage in the Hickory area directing passersby to the show and informing them of the dates and times.
- Large Signs- We will use large, high visibility signs in strategic areas such as large intersections in order to attract additional potential visitors.
- Flyers- We will hand out flyers in high pedestrian traffic areas.
- Rack Cards- We will supply local businesses with rack cards, convenient informational cards that can be used to offer discounts and other enticement strategies.
- Postcards- We will send informational postcards to local zip codes.
- Vendor Cross Advertising- Vendors and sponsors will assist in advertising by hanging flyers or posters at their physical locations, advertising on their own websites or social pages, and more. We will offer instructions and guidance on how they can most effectively advertise, and provide graphics to share.

**Interested in Becoming A Sponsor? Contact Us Today!**

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