

**2010 South Texas Motorcycle Expo**  
**Featuring**  
**National Freestyle Stunt Competition**  
**Texas Scooter Times Swap Meet and**  
**Tattoo Showcase presented by Inkslingers TV**  
**March 19-21, San Antonio's Joe Freeman Coliseum**

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**Sponsorship & Marketing Opportunities**

**EVENT HISTORY**

Our 2010 event will mark the seventh year Motorcycle Events, Inc. has brought together a mixture of motorcycle dealers, accessory and apparel retailers, and related businesses in combination with a variety of musical entertainment and motorcycle motorsports competition for what has become the largest show of its kind in South or Central Texas. The San Antonio motorcycle community recognizes this annual March event as the official kick-off of the new riding season where local motorcycle enthusiasts can gather with friends to see the new bikes and gear while watching extreme Stunt Competition from the nation's top riders and enjoying a showcase of local bands. Nowhere in Texas is there an event quite like the South Texas Motorcycle Expo.

Over the six-year history of this event, the show has averaged 19,000 attendees over the 3-day weekend. Motorcycle Events Inc. has listened to our guests and strived to make each show bigger and better for both attendees and exhibitors. By being responsive to both our commercial partners and our audience the show has made small changes each year to remain fresh and relevant. This year is no exception with the expansion of popular features from past events and new attractions to appeal to the broad variety of rider tastes.

## **NEW IN 2010**

- ⇒ **New Vendor Service Area**
- ⇒ **New Exterior Exhibit Layout**
- ⇒ **New Expanded Musical Performance Schedule**
- ⇒ **New 3-Day Admission Pass**
- ⇒ **New Friday Night Stunt Contests**
- ⇒ **New Expanded Stunt Performance Area**
- ⇒ **New Extended Saturday Night Hours**
- ⇒ **New Tattoo Showcase**
- ⇒ **New Television Media Partners**
- ⇒ **New Swap Meet Producer**

## **OUR AUDIENCE, Your current and potential new customers.**

In 2009 we conducted a survey of attendees, here's what we found:

- ⇒ 88% of Male Attendees currently ride a motorcycle
- ⇒ 51% of Female Attendees ride their own bike
- ⇒ Average age of Attendee 38 [down from 44 in 2007 survey]
- ⇒ 66% planned a motorcycle purchase in 6 months
- ⇒ 71% lived in San Antonio & Bexar County
- ⇒ 55% said this was the only motorcycle event they attend
- ⇒ 67% had attended previously
- ⇒ 70% said "See New Bikes" was top reason they attend
- ⇒ 35% came to make specific gear or accessory purchase
- ⇒ 71% Male, 29% Female Attendee Mix

## Featured Attractions

### **FREESTYLE STUNTS, more action all weekend.**

Stunt performances and motorcycle skill exhibitions have been part of the South Texas Motorcycle Show since its inception in 2003. 2009 was the first year for a full competition format and it proved very successful both with the audience and competitors. 21 riders from as far away as California and Florida challenged each other for \$10,000 in Cash and prizes in our first one-day event. This year's Stunt portion has been expanded to a two-day format with a Special Tricks Competition kicking the show off Friday evening and continuing with a full 36 rider Freestyle Routine Competition all day Saturday and concluding Sunday with performances by this year's winners. Last year's top rider, Bill Dixon [BillD], will perform 2 shows Friday night and again on Sunday. In total this year will feature almost twice the stunt performance time of last year's event.

Freestyle Stunt Competitions are a fast growing segment of motorcycle motorsports that appeals to all riders but especially to the 21 to 35 year-old sport-bike riders. It is the focus of popular television programming and several successful national magazines. We found that the 2009 Stunt Competition drew new market segments to the show and had broad acceptance with the previous base of attendees as well. We will feature stunt competition in our TV and radio spots as well as produce a special poster campaign for this featured attraction of the 2010 event.

### **SPONSORSHIP OPPORTUNITIES AVAILABLE:**

Exclusive 3-day Title [Named event] Sponsor \$7500 or Co-sponsors for \$4000 [limit 2], Prize Sponsors minimum \$600 in cash or products. Friday Only, Sickest Trick Presenting Sponsor for \$2000 minimum in cash and prizes [See Sponsorship Benefit Table for details].

**MUSICAL ENTERTAINMENT, more variety, top performers.**

Music on the outdoor stage has grown with every show. When Motorcycle Events produced the first show one local band performed two sets on Sunday only, 2009 saw 8 local acts representing many musical genres take the event stage. 2010 will continue to improve on last year's themes. Friday Night's focus is Women's Night with Kat James' popular Tribute to Janis Joplin headlining the evening's talent. On Saturday during the day, Contemporary Urban themes will mix with the all day stunt competition. Saturday's show has been extended this year, to 9PM with local rising star, blues guitarist Ruben V, closing the night with two sets under the stars. On Sunday an eclectic mix of local talent performs, already committed is a returning performance from DRIVE and others acts to be announced soon.

**SPONSORSHIP OPPORTUNITY AVAILABLE:** Exclusive Stage Title Sponsor, 3-days \$6000 or Co-sponsors for \$2500, Participating for \$1000 minimum.[See Sponsorship Benefit Table for details].

**SUPER SWAP MEET, new format, more vendors and variety,**

This year for the first time, a company with 30 years experience in producing Swap meets for the V-Twin markets takes over the second Exhibit Hall to bring to the South Texas Motorcycle Expo what promises to be the largest Biker Swap Meet San Antonio has ever seen. Texas Scooter Times has produced successful Biker events for over three decades in Texas. Red Roberts and his crew have joined with SMC-Events to add a new dimension to the 2010 event.

**SPONSORSHIP OPPORTUNITIES AVAILABLE:** Exclusive Title Sponsor is not available for this event. Presenting [after title] Sponsor is available only to limited product categories such as beverages or other non-conflicting businesses for \$1500. Possible Example: Texas Scooter Times Swap Meet presented by Billy Beer. [See Sponsorship Benefit Table for details].

### **EXPANDED MEDIA PURCHASES, TV added, radio expanded**

Another of the new additions to the 2010 South Texas Motorcycle Expo is television advertising and sponsorship. Time-Warner Cable is a new media partner, providing \$15,000 in cable commercial time this spring to increase the events visibility in our market. Locally produced reality show, Inkslingers TV on KSAT 12, is the presenting sponsor of the Tattoo Showcase and will be providing pre-event coverage as well as filming on-site for a future episode. Previous Motorcycle Media Sponsors, Thunder Roads Texas, the largest motorcycle monthly magazine in Texas, and Helmet Hair Magazine return again as event participants. Our extensive regional marketing and promotional campaign is valued at over \$95,000.00.

**MEDIA SPONSORSHIP OPPORTUNITIES AVAILABLE:** Local weekly or daily print media sponsor positions are still available. Terms are open to discussion. Tentative radio plans have not been finalized although we have prospective commitments from last year' participants. New expanded opportunities will be considered.

### **LOWER ADMISSION PRICING, more pre-sale outlets**

Last year we tested \$5 women only ticket pricing on Friday and were pleased with the results so this year all Friday-only admissions will be just \$5. Free admission policy for children 15 or younger returns for 2010 along with Free Motorcycle Parking all week long. New for 2010 is a 3-Day Pass Wristband for only \$15 [previously the single day price]. These will be available in advance or at the gate. HEB, ticket outlets and select motorcycle retailers will be advance ticket locations.

**SPONSORSHIP OPPORTUNITY AVAILABLE:** One Wristband Sponsorship is available for \$1500. Your business logo and a brief message will be pre-printed on 25,000 wristbands. [Same added value as Presenting-level sponsor]

# Sponsorship Benefit Table

## **TITLE Sponsors**

Your Company will receive top billing as the Title “Presenting” Sponsor of selected category in our extensive regional marketing and promotional campaign. Your Logo and Company Name will be prominently displayed on all collateral materials including posters, flyers, postcards, direct mail, and all VIP Tickets. Your Name and Logo will take top placement on every page our official website: [www.txbikeshow.com](http://www.txbikeshow.com) with a direct link to your company website. Your Logo will be displayed for months preceding the event and viewed by thousands of visitors each month. TITLE Sponsor receives 100 Complimentary VIP Admission Tickets to distribute to your existing and potential customers and employees. Includes 10 x 20 indoors Exhibit Space, located in a prime location or outdoor truck display area. Booth accessories included; carpet, skirted tables, folding chairs, wastebaskets and 110-volt electricity. 20 Exhibitor Badges will be provided for your show employees

## **FEATURED Co-Sponsorships**

Your Company will receive billing as the Featured Co- Sponsor of STMC Show in our extensive regional marketing and promotional campaign. Your Logo and Company Name will be prominently displayed on all collateral materials including posters, flyers, postcards, and direct mail. Your Name and Logo will be placed on our official website: [www.txbikeshow.com](http://www.txbikeshow.com) with a direct link to your company website. Featured Co-Sponsors receive 50 Complimentary VIP Admission Tickets to distribute to your customers and employees. Includes one 20 x 20 indoor Exhibit Space, located in a prime location or outdoor truck display area. Booth accessories included; carpet, skirted tables, folding chairs, wastebaskets and 110-volt electricity. 15 Exhibitor Badges will be provided for your show employees.

## **Presenting/Participating Sponsors**

Your Company receives billing as the Sponsor of chosen SPECIAL EVENT at STMC Show in our marketing and promotional materials. Your Logo or Company Name will be displayed on all collateral materials including posters, flyers, postcards, and direct mail with your special event’s listing. Your Name and Logo will be placed on our official website with your sponsored event information. Special Event Co-Sponsors receive 10 Complimentary VIP Admission Tickets to give free to your customers and employees. Includes one 10 x 20 Uncovered Outdoors Exhibit Space, located next to your event’s performance area for the days of your sponsored event. Booth accessories included; skirted tables, folding chairs, wastebaskets. 5 Exhibitor Badges will be provided for your show employees

- Title and featured sponsorships may only be one per product or service category. Example only one insurance company or beer brand in these 4 top marketing partners.