

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

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

Energy Drink STUNT SPONSOR

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 LEVELS

- 1. Exclusive 3-day Title [*Brand Name Freestyle Stunt Competition*]** Sponsor \$7500
- 2. Co-sponsors for \$4000* [limit 2], [*Freestyle Stunt Competition presented by Brand Name*]**
- 3. Friday Only, Sickest Trick Presenting Sponsor for \$2000 minimum in cash and prizes [*Sickest Trick Stunt Competition presented by Brand Name*]**

* Co-Sponsor level is for Saturday ONLY
[See Sponsorship Benefit Table for details].

Sponsorship Benefit Table

STUNT COMPETITION Sponsors

- ⇒ Corporate Naming in Event Title [see examples above]
- ⇒ Your Company will receive top billing as the Title “Presenting” Sponsor of all Stunt Competition Events 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 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. .
- ⇒ Official Product/Service Status and Industry Category Exclusivity
- ⇒ Use of Event Logo in your pre-event sales materials
- ⇒ Full Promotional Rights to post-event materials
- ⇒ Includes 10 x 20 indoors Exhibit Space, located in a prime location or one outdoor truck display area. Or 3 sampling stations Booth accessories included; carpet, skirted tables, folding chairs, wastebaskets and 110-volt electricity.
- ⇒ 20 Banner Positions around the STUNT PERFORMANCE AREA
- ⇒ 20 Exhibitor Badges will be provided for your show employees
- ⇒ Right of First Refusal on Future Events

Business Related Hospitality and Client Entertainment Opportunities

- ⇒ VIP Event Tickets Sponsor receives 100 Complimentary VIP Admission Tickets to distribute to your existing and potential customers and employees
- ⇒ Use of Venue for Sponsor Functions
- ⇒ On-Site Sales Rights Industry Category Exclusivity
- ⇒ On-Site Sampling Industry Category Exclusivity
- ⇒ On-Site Promotions Industry Category Exclusivity
- ⇒ Ability to Showcase Product
- ⇒ Access to Mailing/Attendee/ Email Lists

Brand Related Benefits

- ⇒ Photography/Footage Rights, Photo Opportunities with competitors and of competition
- ⇒ On-Site Kiosk/Display Rights Industry Category Exclusivity
- ⇒ On-Site Signage Industry Category Exclusivity
- ⇒ Collateral Material Inclusion

ID and Feature in Event Media Buy Our extensive regional marketing and promotional campaign is valued at over \$95,000.00.

- ⇒ Television Ads; 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 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.
- ⇒ Radio Ads, Partnerships with three local radio stations including live remotes
- ⇒ Magazine Ads - Essay Magazine, THUNDER ROADS TEXAS, Biker Living
- ⇒ Out-Of-Home Ads - Billboards
- ⇒ Newspaper Ads - 6 SA Communities Military Base Papers, SA Express News, S.A. Currents
- ⇒ Internet Ads - Motorcycle-Related Websites and Social Network Sites
- ⇒ Presence on Event Website
- ⇒ Webcast (live stream or on-demand) *available at addition cost*
- ⇒ PA Announcements
- ⇒ Press Announcements and Press Kits
- ⇒ Plasma or LED screens *available at addition cost*

Event Analysis

- ⇒ Full Pre-Event Media Measurement Report
- ⇒ Full Post-Event Media & Attendance Measurement Report
- ⇒ On-Site Surveying: *available at addition cost*
- ⇒ Exit Surveying: *available at addition cost*