

2013 SPONSOR GUIDE BOOK

Presented by Paragon's Promotion

CycleShowTour.com | 800-800-6034

PARAGON'S

CYCLE SHOW

TOUR

2013

CycleShowTour.com

**12EVENTS 7CITIES 130,000 ATTENDEES OVER 10
MILLION TARGETED ADVERTISING EXPOSURES, EXPOSURE ON UP TO
8 WEBSITES WITH A COMBINED 16,000 PAGE VIEWS PER MONTH**



Print



Digital



Experience



Mobile

Branded Events Reaching Over 130,000 Bikers

Partnership with Paragon's Cycle Show
Tour presents a unique opportunity for 360
degree marketing via magazine, direct mail,
web, social media and on-site exposure to
over a quarter million potential customers
total and 130,000 event attendees.

This single sponsorship can engage your
brand with a year long relationship marketing
effort that maximizes exposure with
minimum management from your team.

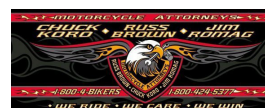
Celebrity Appearances

Previous Celebrities have included Ryan Hurst from "Sons
of Anarchy", Billy the Exterminator from A&E TV, Michelle
Smith Former Playboy Playmate and Host of Two Wheel
Thunder on Discovery HD Theater

PACKAGE OPTIONS

PACKAGES	AVAILABILITY
Diamond Sponsor	1 Sponsorship
Gold Sponsor	1 Sponsorship
Silver Sponsor	1 Sponsorship per State
Bronze Sponsor	1 Sponsorship per State
Supporting Sponsor	Call for Availability

Previous Sponsors



Diamond Sponsor

\$10,000 (all 13 shows)

(Only 1 Sponsorship Available)

- Company logo on all the print 2x larger than any other sponsor logo (320,000 prints) which will go in Indiana, Michigan, Illinois, Wisconsin
- We will put your logo and embedded link to your website on ALL pages of our 9 websites for the entire year 2013. (178,000 total estimated web impressions 70,000 unique users)
- We will put your logo and website on every print advertisement in national magazines like Walneck's, Thunder Roads Michigan, Indiana, Illinois and Missouri, Motorcycle Events Magazine etc. (14 magazines total)
- Your company name will be mentioned in every radio advertisement we do in Illinois, Indiana and Michigan
- Your name will be mentioned over the PA system twice per hour during each event.
- You will get 1 complimentary 10 x 10 booth space in every show we do in year 2013

Gold Sponsor

\$5000 (Chicago Show Only)

(Only 1 Sponsorship Available)

- We will put your company logo on all the print, (100,000 prints) which will go in IN, MI, IL, WI
- We will put your logo with link to your website on the home page on ChicagoMotorcycleSwap.com and ParagonsPromotion.com for entire year 2013 (175,000 page views, 50,000 unique users)
- Your name will be mentioned once per hour on PA system during the event.
- We will put your logo and website on every half page or larger print advertisement in national magazines like Walneck's, Thunder Roads MI, IN, IL & MO, Motorcycle Event Magazine etc. 14 magazines total
- You will get 1 FREE 10 x 10 booth space in every show we do in year 2013

Silver Sponsor

\$2500 (all Peotone IL, Valparaiso IN, or Michigan)

(Only 1 Sponsorship per State Available)

- We will put your company logo on all the print, (60 - 80,000 prints) which will go in IN, MI, IL, and WI
- We will put your logo with link to your website on the home page on our websites for the entire 2013 year
- Your company name will be mentioned during every radio advertisement we do in your sponsored state
- Your name will be periodically mentioned as major sponsor on PA system during the event.
- You will get 1 FREE 10 x 10 booth space at every show in your sponsorship package



Bronze Sponsor

\$1500 (all Peotone IL, Valparaiso IN, or Michigan)

(Only 1 Sponsorship per State Available)

- We will put your company logo on all print materials, (60 - 80,000 prints) which will go in Indiana, Michigan, Illinois, Wisconsin
- Your name will be periodically mentioned as major sponsor via PA system during the event.
- We will put your logo with link to your website on the home page on our websites for entire 2013 year
- You will get 1 FREE 10 x 10 booth space at every show in your sponsorship package

Supporting Sponsor

\$300 (call for availability)

(Only 1 Sponsorship per State Available)

Web Supporting Sponsor

Banner on our website with an embedded link to your website (150 x 150 px)

Print Supporting Sponsor

Logo on our flyer of your choice (Peotone, Valparaiso or Michigan events flyer)

For more information contact

Carl Brown 269-350-4341

Carl.Browniii@gmail.com

Irfan Gill 1-800-800-6034

ParagonLeather@yahoo.com

'13 Cycle Show Calendar

Show	Date	Attendees	Flyers
29th Annual Chicago Motorcycle Show & Parts Expo	Fri-Sun Jan 18-20	40,000	100,000
29th Annual Peotone Motorcycle Swap Meet	Sunday Feb 03	10,000	20,000
40th Annual Kalamazoo Motorcycle Swap Meet	Sunday Mar 17	10,000	20,000
10th Annual Cadillac Motorcycle Swap Meet	Saturday Mar 30	5,000	10,000
2nd Annual Hastings Motorcycle Swap Meet	Saturday May 04	10,000	20,000
29th Annual Peotone Motorcycle Swap Meet	Saturday May 11	10,000	20,000
41st Blessing of the Bikes Paragon Rocks the Blessing	Fri-Sun May 17-19	25,000	60,000
25th Annual Valparaiso Motorcycle/Car Show & Swap Meet	Sat-Sun May 25-26	15,000	25,000
29th Annual Peotone Motorcycle Swap Meet	Sunday July 14	15,000	25,000
25th Annual Valparaiso Motorcycle/Car Show & Swap Meet	Saturday Sept 21	10,000	20,000
29th Annual Peotone Motorcycle Swap Meet	Sunday Oct 06	5,000	10,000
40th Annual Kalamazoo Motorcycle Swap Meet	Sunday Oct 20	5,000	10,000

