



ATLANTIC



# Motorcycle & ATV

SHOW



# FEBRUARY 10-12 2012

Owned & Presented by:



Motorcycle & Moped Industry Council  
Le conseil de l'industrie de la motocyclette et du cyclomoteur



Canadian Off-Highway Vehicle Distributors Council  
Conseil Canadien des Distributeurs de Véhicules Hors Route

Produced by:



## SPONSORSHIP OPPORTUNITIES

MONCTON COLISEUM COMPLEX

WWW.MOTORCYCLESHOWS.CA



## Sponsorship Opportunities

**Be the leader of the pack by taking advantage of one of these unique marketing opportunities by being a sponsor at the 2012 Atlantic Motorcycle and ATV Show.**

Thousands of visitors flocked to the Moncton Coliseum for last year's fourth Atlantic Motorcycle & ATV Show and we are expecting numbers to increase this year. Brand your company and name and logo throughout the show with these attention grabbing sponsorship offers.

- All sponsors will be recognized in the official Atlantic Motorcycle and ATV Show guide as well as sponsor signage on the official show website.
- This will allow you to provide valuable show materials, with GUARANTEED marketing exposure, during and after the event.

**ACT NOW! Some of these packages are limited to only 1-3 sponsors.  
For this reason, sponsorships will be accepted on a first-come, first-served basis.**

Please evaluate the following AMAS sponsorship opportunities, as we are sure there will be at least one item that will tie into your marketing objectives at an affordable cost.

### **Exclusive "Official Tow Truck" (Limited to 1)**

**\$4000**

As the "Official Tow Truck", your Brand will be placed front and centre at the entrance of the show for display, as well as inclusion on the website & in Show Guide and included in selected media advertising. Also includes a 20 x 20 exhibit area.

### **Exclusive Stage Sponsor (Limited to 1)**

**\$3000**

As the official stage sponsor, your company will be front and center in the spotlight, highlighted by the extensive stage schedule throughout the event. In addition to the on-site exposure, your company will be included in selected media advertising and releases leading up to the show. This coverage includes, radio, print and TV with all the stage presented by your company. Also included on the website & in the show guide.

### **Doorprize Sponsor (Limited to 2)**

**\$2500 - \$5000 in kind**

This sponsorship allows two exhibitors to provide a doorprize valued between \$2500 - \$5000 retail each. The doorprize must be approved by show management and will be a focus of the event marketing and advertising. The doorprize will be exchanged for promotion and does not include booth space.

### **Floor Signage Sponsor (Limited to 2)**

**\$1500**

Your company decals will be placed in high traffic areas from the show entrance, directly to your booth. This will extend your reach outside the exhibit area. Package includes 20 vinyl (2x1) footprint type decals with your logo. Your company will also be included in all media releases, the show guide and on our website.

### **"YOU ARE HERE" Sign Sponsor (Limited to 4)**

**\$1500**

These signs will be strategically placed throughout the Coliseum and gives much needed direction throughout the show. As a "YOU ARE HERE" sign sponsor, your logo will be highlighted on the map, and will lead visitors directly to your booth. Website exposure included.



PO Box 565, Saint John NB E2L 3Z8  
Tel: 506-658-0018 • Fax: 506-658-0750 • Toll Free: 1-888-454-7469  
www.masterpromotions.ca



## Sponsorship Opportunities

### **Exclusive Attendee Bag Sponsor (Limited to 1)**

**\$1500 plus bags**

Visitors will appreciate this convenience as they visit exhibits and walk through the Coliseum. This bag is the perfect way to advertise your company during the show and will keep your company front and center long after the event has ended. Website exposure included.

*These are handed out at entrance, and are one of the most sought after items from show attendees.*

*\*\*\*Note: Sponsors must provide a minimum of 10,000 bags. We reserve the right to approve the bag design.*

*\*\*\*Sponsor also has the ability to place one promotional item in the bag or a one sheet-marketing piece.*

### **Lanyard Sponsor (Limited to 1)**

**\$1000 plus lanyards**

Your company logo and website will be printed on lanyards that will be worn by exhibitors throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors.

### **Web Banner Sponsorship (Limited to 5)**

**\$500**

Your companies' logo will be showcased on the Atlantic Motorcycle and ATV show's official website which experiences thousands of hits leading up to the show. We will also provide a link to your own company website, to route the traffic your way.

## **IMPORTANT NOTES ON SPONSORSHIP:**

- The Atlantic Motorcycle & ATV Show must approve all sponsorship merchandise using our logo. We reserve the right to refuse any merchandise that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price, (i.e.. bags). Should you prefer, a new price can be offered that includes the product in question.

**Thank you for your consideration of the above mentioned sponsorship opportunities for the Atlantic Motorcycle & ATV Show.**

**If you don't see what you are looking for, let us know and we can help you design a custom package that's just right for your company.**

**For any questions or to secure your sponsorship, please contact**

**Scottt Sprague at 1-888-454-7469,**

**or email [ssprague@mpltd.ca](mailto:ssprague@mpltd.ca)**



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 Online: [www.masterpromotions.ca](http://www.masterpromotions.ca)  
 G.S.T. Number 10355 7344RT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

**SPONSORSHIP CONTRACT**

Company Name	
Contact Name	
Mailing Address	
Phone	
Fax	
Email	

**SPONSORSHIP OPPORTUNITIES**

Please indicate the opportunity you would like to sponsor:

	<b>SPONSORSHIP OPPORTUNITY</b>	<b>PRICE (plus 15% HST)</b>
<input type="checkbox"/>	Exclusive Official Tow Truck	\$4,000
<input type="checkbox"/>	Doorprize Sponsor	\$2,500 - \$5,000
<input type="checkbox"/>	Exclusive Stage Sponsor	\$3,000
<input type="checkbox"/>	Floor Decals Advertising Package	\$1,500
<input type="checkbox"/>	"You Are Here" Sponsor	\$1,500
<input type="checkbox"/>	Exclusive Bag Sponsor	\$1,500 + min. 6000 bags
<input type="checkbox"/>	Lanyard Sponsor	\$1,000 + lanyards
<input type="checkbox"/>	Web Banner Sponsorship	\$500

**PAYMENT INFORMATION**

Payment due by December 2nd, 2011

Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the Atlantic Motorcycle & ATV Show 2012 sponsorship package and contract, and agree to sponsor this event this \_\_\_ day of \_\_\_\_\_, 20\_\_.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature



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