



2023

POWERSPORTS SUPER SHOW

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Florida State Fairgrounds - Tampa, FL | 1st Annual
November 17-19, 2023

UTV - ATV - Motorcycle - eBike - PWC

NAME IN TITLE SPONSOR - PRICE ON REQUEST

- Sponsor name and/or logo appears prominently before name of the event
- Name and/or logo inclusion in event logo
- Sponsor name included in event name in all social media, TV, Radio and other marketing (contract must be received at least 8 weeks prior to event)
- TV, radio, advertising, and marketing inclusion ** (contract must be received at least 8 weeks prior to event)
- 2 dedicated email blasts promoting presenting sponsor title (client-supplied)
- 2 dedicated social posts across Facebook and Instagram
- 80' x 30' display space in premier location
- 20 banner placements at event (3' x 8')*
- 20 PA reads per event
- Opportunity to be part of daily interviews on main stage
- 100 Complimentary tickets
- Premiere event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

PRESENTING SPONSOR - PRICE ON REQUEST

- Sponsor name and/or logo inclusion in event logo
- TV, radio, advertising, and marketing inclusion (contract must be received at least 8 weeks prior to event)
- Sponsor name included in event name in all social media, TV, Radio and other marketing (contract must be received at least 8 weeks prior to event)
- 1 dedicated email blast promoting presenting sponsor (client-supplied)
- 2 dedicated social posts across Facebook and Instagram
- 80' x 30' display space in premier location
- 15 banner placements at event (3' x 8')*
- 10 PA reads per event
- Opportunity to be part of daily interviews on main stage
- 75 Complimentary tickets
- Premiere event map listing and logo inclusion** (contract must be received at least 8 weeks prior to event)

RIDE & DRIVE SPONSOR - PRICE ON REQUEST

(TRACK BUILD NOT INCLUDED)

- Naming rights to the Ride & Drive area
- Name and/or logo inclusion in the Ride & Drive logo
- 1 dedicated email blast promoting Ride & Drive
- 2 dedicated posts across Facebook & Instagram
- 15 Pre-show tag inclusions on social media**
- 12 banner placements at event (3' x 8')*
- 10 PA reads per event
- Opportunity to be part of daily interviews on main stage
- 30 Complimentary tickets
- Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

WWW.POWERSPORTSSUPERSHOW.COM

SALES@BONNIEREVENTS.COM

OFFICIAL PRODUCT: \$5,000

- Named as Official Product of the event
- Official product logo created by Bonnier and placed on event website
- 2 dedicated posts across Facebook & Instagram
- 10 pre-show tag inclusions on social media**
- 10 banner placements at event (3' x 8')*
- 8 PA reads per event
- Opportunity to be part of daily interviews on main stage
- 25 Complimentary tickets
- Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- Opportunity to include official product, as appropriate, in event design and set-up

ENTERTAINMENT STAGE: \$5,000

- Name and/or logo inclusion in all Entertainment Stage promotion
- 1 dedicated post across Facebook & Instagram
- 10 Pre-show tag inclusions on social media**
- 10 banner placements at event (3' x 8')*
- 8 PA reads per event
- Opportunity to be part of daily interviews on main stage
- 25 Complimentary tickets
- Event map pin highlighting sponsor's naming rights to stage (contract must be received at least 8 weeks prior to event)
- Opportunity for programmed stage activation, such as "ask the experts," a custom-build, or Sweepstakes prize giveaway
- Branded stage microphones with company logo

EVENT LEVEL SPONSOR: \$4,500

- 10 pre-show tag inclusions on social media**
- 6 banner placements at event (3' x 8')*
- 8 PA reads per event
- 20 Complimentary tickets
- Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

CUSTOMIZE YOUR PACKAGE

Our team can work to develop a fully customized package to help your company achieve its marketing and sales objectives. Contact your sales representative or sales@bonnierevents.com to discuss custom sponsorships opportunities.

All packages priced per event

*banners supplied by sponsor

**Social media exposure only guaranteed if sponsor is contracted at least 30 days in advance. Copy and creative supplied by sponsor.

BONNIER
WE ARE OUTDOOR ADVENTURE



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EXHIBIT AND VALUE PACK OPPORTUNITIES

Exhibiting on-site at our events, places your products in front of thousands of motorsports enthusiasts with buying power.

EXHIBIT SPACE RATES

INDOOR SPACE: \$5.00 per sq. ft.

(100 sq. ft. increments; traffic on one side)

Corner Booths: \$75 additional

(traffic on two sides)

OUTDOOR SPACE: \$2.50 per sq. ft

Vehicle Add-On:

\$175 each (must be purchased in conjunction with a booth or sponsorship)

Non-endemic exhibitors are subject to higher rates. Contact your sales representative or sales@bonnierevents.com

FULL SHOW IMMERSION PACKAGE: \$2,000

(BEFORE, DURING & AFTER SHOW EXPOSURE)

- ☐ 1 dedicated social post across Facebook & Instagram pre-show
- ☐ 1 highlighted story posted on Facebook & Instagram during show
- ☐ 1 inclusion on post-show email*
- ☐ 8 pre-show tag inclusions on social media**
- ☐ 2 entry gate branding (3' x 8')*
- ☐ 4 branded tear drop signs
- ☐ 10 PA reads per event
- ☐ 1 logo inclusion on event map (contract must be received at least 8 weeks prior to event)

BRAND RELEVANCE: \$1,000

- ☐ 5 Pre-show tag inclusions on social media**
- ☐ 1 inclusion in pre-show email blast
- ☐ 1 entry gate branding (3' x 8')*
- ☐ 2 branded tear drop signs
- ☐ 5 PA reads per event

BOOTH AWARENESS: \$500

- ☐ 3 Pre-show tag inclusions on social media**
- ☐ 1 entry gate branding (3' x 8')*
- ☐ 2 PA reads per event

All packages priced per event

*banners supplied by sponsor

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Don't miss the opportunity to be a part of this inaugural event. For more information contact your sales rep or email us at SALES@BONNIEREVENTS.COM

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US HWY 30

PARKING
ENTRANCE

INDOOR EXHIBIT AREA

ENTERTAINMENT HALL

MAIN ENTRANCE

EXPO HALL

OUTDOOR EXHIBITS

OUTDOOR EXHIBITS

ENTRY GATE

INDOOR EXHIBIT AREA

OUTDOOR EXHIBIT AREA

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FOR MORE INFORMATION CONTACT:
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