



# 2020

## Sponsorship Packet



## To Whom It May Concern:

Bikes & Bugs is an annual event, established in 2008, that raises awareness and seeks to find a cure for epilepsy. Our charitable partners this year include the Epilepsy Foundation ([eftx.org](http://eftx.org)) and Texas Adaptive Aquatics ([taasports.org](http://taasports.org)). These are GREAT organizations, and we are very proud to join their fight!

Our signature event, Bikes & Bugs, will be held Saturday, May 2, 2020 at The Pub Fountains in Stafford, TX, and will include silent and live auctions, on stage entertainment, celebrity appearances, motorcycle & gun giveaways, vendor tents, bike wash, kids moonwalk, games and great food. There will be pre-parties around Houston and surrounding areas leading up to the main event.

We would love the chance to help promote your business while putting money raised towards these wonderful causes. The following "Sponsorship Opportunities" sheet outlines the advertising/marketing packages that are available leading up to, and during the event. Each pre-party provides sponsor promotional opportunities.

As an added incentive, all sponsorships placed by Tuesday, March 3, 2020 will receive 1% of the sponsorship package back in giveaway tickets.

The Bikes & Bugs event is a great opportunity for area businesses to gain exposure. Join the party that raises awareness and helps those in need!

Thank you,

Chris Nelson



## In-A-Nutshell

Bikes & Bugs (BikesandBugs.org) was started in 2008 as a way to raise money for charities and has grown each year. We will be doing over 5,000 LBS of crawfish this year!

Proceeds go to drug research for children with Epilepsy and sports training for the disabled. So far, we have raised hundreds of thousands of dollars. Throughout Bikes & Bugs history, we have taken on corporate sponsors including Radical Firearms, Stubbs Harley Davidson, San Jacinto Harley Davidson, Mancuso Harley Davidson, Republic Harley Davidson, The Outlaw Dave Show, The 950AM Radio Mojo, Rod Ryan with 94.5 The BUZZ and many great local businesses. We were actually the first ever Houston Area Harley Davidson Dealership Event.

Each year we promote the event through various marketing channels. For example:

- 20,000 flyers
- 180,000+ emails
- Social posts to Facebook, Twitter, Myspace, Biker or Not, and many more
- Ads in Houston Press, The Houston Chronicle, and other local rags.
- Radio spots on the Outlaw Dave Show and The Rod Ryan Show
- Celebrity MC plugs
- TV news pieces with Yolanda Green, Ch 39 News, Great Day Houston; The Deborah Duncan Show
- Pre-parties at bars and Harley Davidson and car dealerships throughout the city

### Pre-party Locations

The pre-parties are a key element in our fundraising strategy as it is where we take \$10 unlimited donations to add donor to the giveaways. It is also where we promote sponsors and the event. This year's pre-parties will be hosted at:

- Republic HD, Date TBD, Stafford, TX

- Gun Art Festival, Houston, TX
- Classic Chevrolet, Sugar Land, TX
- More TBA

### 2020 Goal

Our current initiative is to gain more corporate sponsors and grow this event. We are VERY proud of our success and would love to promote your organization while supporting the charities.

### 2020 Main Event Details



The Pub Fountains  
12720 SW Freeway  
Stafford, TX 77477  
Sat., May 2, 2020  
Noon – 2 am  
Giveaways- 8:00 pm

### FOUNDERS

Dominic Mandola - Ragin Cajun

[ragincajun.com](http://ragincajun.com)

Mark Wallis

Chris Nelson – Hometown America

### BENEFICIARIES

Epilepsy Foundation, [efx.org](http://efx.org)

Texas Adaptive Aquatics, [taasports.org](http://taasports.org)

### Fundraising Sources

- Live & Silent Auction
- 50/50 Ticket Sales
- Bike Wash
- Giveaway tickets for a Motorcycle and His & Her AR 15 Rifles

### Entertainment

The main event is a huge parking lot party which will have live music, a 5,000 lb. crawfish boil, food & beverages, and vendor booths including jewelry, cigars, apparel, motorcycle parts, patches, sports memorabilia, and much more. For the kids, we will have a moon walk / jumpy, face painting, balloon animals, and games. Thanks for your interest in Bikes & Bugs!

Chris Nelson "Mayor"

ph.832.228.7004

<mailto:Chris@BikesAndBugs.org>

[www.BikesAndBugs.org](http://www.BikesAndBugs.org)

Follow Bikes & Bugs:



# Sponsorship Opportunities



Want an opportunity to help provide exposure to the devastating effects of epilepsy, help the disabled experience life through sports, promote your business and have a blast all at the same time? If so, Bikes & Bugs is your venue. The following are our current sponsor packages:

## Screaming Eagle Sponsor – \$25,000 (1 spot)

The Screaming Eagle Sponsor is our title corporate sponsor. The company name and/or logo will be listed or mentioned in conjunction with the event name, Bikes & Bugs, in all print, multimedia, and web as well as during event day where Outlaw Dave, of the Outlaw Dave Show, will be our guest spokesperson. Package includes:

- Limo service to and from the event
- Six event day food & beverage tickets
- Special VIP accommodations
- Event website and event day signage
- Guest appearances on The Outlaw Dave Show on 950 AM to promote your business
- Media releases & commercial issued to television, radio and print media (CBS, KHOU, ABC, NBC, CW39, The Outlaw Dave Show)
- 10,000 flyers and over 6,000 giveaway tickets with your logo will be distributed throughout Greater Houston
- All pre-events where giveaway tickets will be sold
- Event day children's play area
- Stage banner
- On-stage celebrity mentions throughout the day at the main event as well as all pre-parties

## Wild Child Sponsor – \$5,000 (5 spots)

The Wild Child Sponsor's company name and/or logo will be listed or mentioned in print, multimedia, and web as well as during event day where Outlaw Dave, of the Outlaw Dave Show, will be our guest spokesperson. Branding opportunities include:

- Event Website and event day signage
- Media releases & commercial issued to television, radio and print media (CBS, KHOU, ABC, NBC, CW39, The Outlaw Dave Show)
- 10,000 flyers with your logo will be distributed throughout Greater Houston
- Pre-events where giveaway tickets will be sold
- Guest appearances on The Outlaw Dave Show on 950 AM to promote your business
- On-stage celebrity mentions throughout the day at the main event as well as all pre-parties

## Rev It Up Sponsor – \$2,000 (15 spots)

The Rev It Up Sponsors' company name and/or logo will be listed or mentioned in the following:

- Event Website and event day signage
- Pre-events where giveaway tickets will be sold
- Guest appearances on The Outlaw Dave Show on 950 AM to promote your business
- On-stage celebrity mentions throughout the day at the main event as well as all pre-parties

## Easy Rider Sponsor – \$1,000 (unlimited spots)

The Easy Rider Sponsor's company name and/or logo will be listed or mentioned in the following:

- Event Website and event day signage
- On-stage celebrity mentions throughout the day at the main event as well as all pre-parties

## Additional Opportunities

All sponsorship levels as well as those non-sponsors who wish to participate at some level are encouraged to provide promotional items for goodie bags that are handed out with charity information at all events.

# Sponsorship Commitment Form



Register online at <http://bikesandbugs.org/sponsorship> or by filling out the following form:

Sponsorship Type: \_\_\_\_\_ Amount: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_  
*(As you would like used in publicity)*

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City./State/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Options:

Check Enclosed: *Please make all checks payable to Bikes & Bugs*

Credit Card: Amex \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_

Acct # \_\_\_\_\_ Expires: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Name: \_\_\_\_\_

Address: \_\_\_\_\_ City./State/Zip \_\_\_\_\_

This confirms my advertising/marketing package purchase listed above and authorizes Bikes & Bugs to bill by credit card account if applicable.

## Photography

I authorize Bikes & Bugs to use: (a) my name and/or (b) any photographs or logos which I have provided to representatives of Bikes & Bugs to promote or advertise the event for epilepsy, an event of Bikes & Bugs. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my corporate name and/or my logos and/or photos.

## Logo

As an underwriter or sponsor, I have enclosed camera-ready artwork and/or will send a copy of the corporate logo artwork to be used for print and media for publicity as appropriate. File must be a vector file ending in .ai, .eps or .pdf.

\_\_\_\_\_  
Sponsor Company Name Contact Phone Number

\_\_\_\_\_  
Contact Address City/State/Zip

\_\_\_\_\_  
Signature of Authorized Agent Date