



Inkedshop.com



ROT

BIKER RALLY®

2018 SPONSORSHIPS



THE REPUBLIC OF TEXAS BIKER RALLY

Co-founded in 1995 by Jim Henry and Austin's Jerry and Colleen Bragg, The Republic Of Texas Biker Rally (ROT) is the largest "turnstile" motorcycle rally in the USA and one of the most highly-anticipated motorcycle events in the entire country. Thousands of motorcycle enthusiasts flock to Central Texas to enjoy amazing motorcycles, Austin nightlife and the beautiful Texas Hill Country.

The Travis Co. Expo Center is the main location for the ROT Biker Rally, an 18 years and older event, held on the second Thursday in June and is approximately 11 miles east of downtown Austin, Texas. Helping live up to Austin's self-proclaimed "Music Capital of the World" title, the ROT Biker Rally strives to grace its stages with top-notch entertainment year after year. Past headliners include Lynyrd Skynyrd, Sammy Hagar, Hank Williams Jr., Willie Nelson, Bret Michaels, Joan Jett, Paul Rogers, Steppenwolf, David Allen Coe, Charlie Daniels, Vince Neil, Twisted Sister, Eddie Money, and Los Lonely Boys, just to name a few.

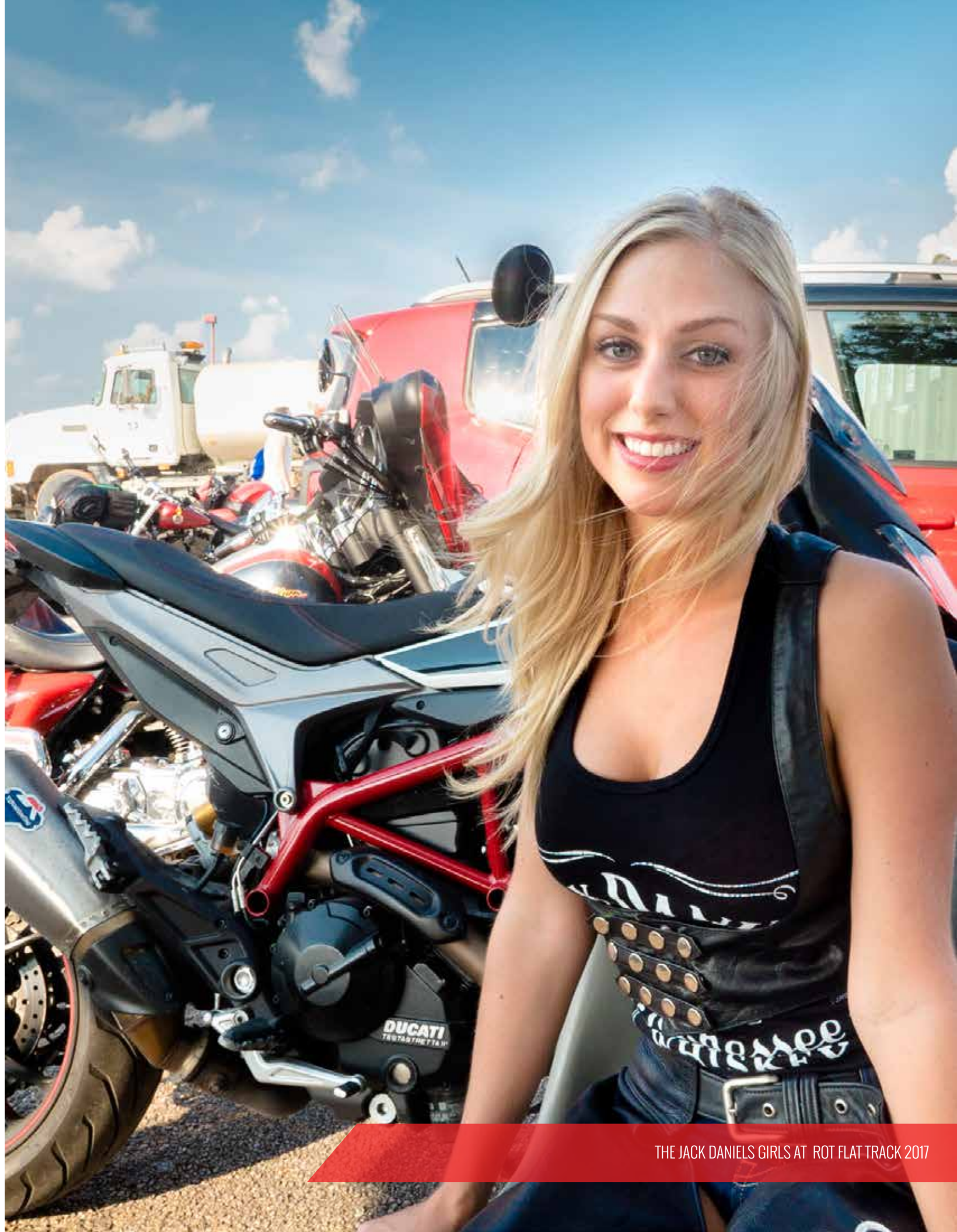
Complimenting the list of National Headlining Musical acts, the ROT Rally searches every year for the best in motorcycle themed attractions and entertainment. Past offerings have included Comedian/MC Steve Trevinio, Jesse James, Hulk Hogan's Micro-Championship Wrestling, Sanctioned MMA Fights, The Legendary Arlen Ness, Robbie Knievel, Gallagher, Freestyle MX, IV League Flat Track Racing, Nerveless Knox Stunt show, The ROT Tattoo Expo, Ives Brothers Wall Of Death, Lathan McKay's Evel Knievel Collection, Doug Danger and much more.

For over ten years the City of Austin has joined in the ROT Biker Rally action by closing off 50 blocks of downtown Austin for a huge motorcycle parade and party on South Congress Avenue. the Friday night of ROT weekend. Prior to the arrival of the parade from the Travis Co. Expo Center, pre-parade activities will keep everyone entertained until approximately 8:15pm when the parade arrives on South Congress Avenue.

2017 "ROT Biker Rally, Travis Co. Expo" attractions included ROT Flat Track Racing, the Kustom Kulture Custom Bike & Artisan Show, performances by over 30 bands including rock-n-roll royalty headliners Kings of Chaos, and Cinderella's Tom Keifer. Additional headliners included Ray Wylie Hubbard, Dirty River Boys, Texas Hippie Coalition, Joe Ely and more. Each year we welcome hundreds of vendors and Custom Bike Builders from all over the country.

2018 promises to be bigger and better with even more incredible musical performances by national headliners, new attractions, national builder celebrities, pro Flat Track racers, and entire new attractions on the floor of the Thunderdome. Don't miss ROT 2018.

PAST ROT RALLY SPONSORS AND PARTNER BRANDS



THE JACK DANIELS GIRLS AT ROT FLAT TRACK 2017



KINGS OF CHAOS MAIN STAGE AT THE 2018 REPUBLIC OF TEXAS BIKER RALLY

ROT RALLY EVENTS AND ATTRACTIONS

Since its inception in 1995, The Republic Of Texas Biker Rally has taken much pride in delivering high energy, motorcycle attractions, events and national music headliners to our attendees. Event and attraction sponsorship opportunities abound at the Republic Of Texas Biker Rally - everything from contests, games, sports, demonstrations, displays and concerts. These scheduled happenings keep attendees entertained all rally long offering prolonged exposure to our sponsors branding.

PAST ROT RALLY MUSICAL ACTS

The Doobie Brothers
Twisted Sister
Vince Neil Of Motley Crue
Gregg Allman
Shooter Jennings
Bret Michaels
Sammy Hagar
Los Lonely Boys
Jerry Lee Lewis
Gary P. Nunn
Milly Hatcher
Pat Travers Band
Texas Hippie Coalition

Lynyrd Skynyrd
Kings Of Chaos
Ted Nugent
Willie Nelson
Blood, Sweat & Tears
Charlie Daniels Band
Kenny Wayne Shepherd
Ray Wylie Hubbard
Kentucky Headhunters
Billy Joe Shaver
Canned Heat
Tom Keifer Of Cinderella
Chevy Metal

Eddie Money
Hank Williams Jr.
Gov't Mule
Waylon Jennings
Leon Russell
Blue Oyster Cult
The Georgia Sattellites
George Thurogood
The Gourds
Robert Earl Keen
Doyle Bramhall
Robbie Kreiger

PAST ROT RALLY EVENTS AND ATTRACTIONS

Nerveless Nocks Motorcycle Stunt Show
Miss ROT Bikini Contest
March Of Dimes Ride
Military Tribute Ride
ROT Vinatge Bike Showcase
Celebrity Bike Builders
FMX East Stuntriders
ROT Ride In Bike Show
Doug Danger Jump
Mexico's Motorcycle Acrobats
Comedian Steve Trevinio

Rotten Tattoo Expo
ROT Warrior MMA
Kustom Kulture Artisans Show
ROT Rally Flat Track Racing
Custom Bagger Showcase
Team X Trials
The Wall Of Death
BloxStars Stunt Show
Robbie Knievel Jump At The Capitol
Downtown Austin Parade & Party

Miss Harley Swimsuit Competiton
Classic Car & Hot Rod Show
Military Bike Giveaway
Jesse James Appearance
Big Texas Chop Off
Tommy Avala Trials Stunt Show
The Ball Of Steel
Biker games By Buda
Evel Kneivel Memorabilia Collection
Great Hill Country Rides

TARGETED SOCIAL MEDIA MARKETING

Approach:

In 2017, The ROT Rally dedicated substantial budget and content creation to drive awareness, purchase and engage existing and new customers through a content-driven, highly geotargeted approach. Paid news-feed posts and boosted page post content targeted:

- Users with similar like interests and behaviors
- Age-relevant segments
- Specific regions, states and cities where major industry events are happening throughout the year (i.e. rallies, trade shows, bike builder shows, stunt shows, etc.)
- On Instagram, ROT Rally used photos, videos and ads to inspire people, build awareness and drive action

2018 Paid Approach and Reach:

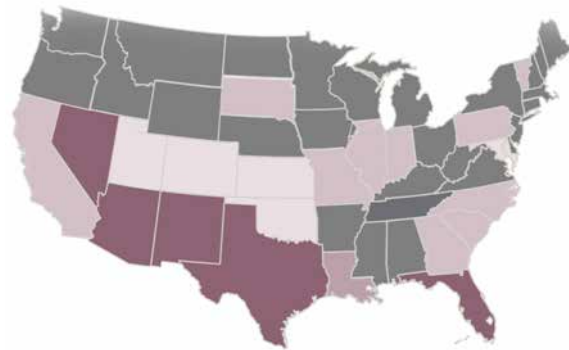
ROT Rally will have weekly boosted posts targeted to audiences and networks with like interests, and geo-targeted to the southwest and southeast regions with some additional states and cities where major industry events are occurring in 2017/18.

- 20 Boosted Posts
- Post will be boosted 1x per Week on Facebook, and will be optimized each week to reach up to 50,000+ users per post that are within the targeting criteria.
- Of these, 6 'super' boosted posts will have more budget allocated to reach over 100,000 users per post
- Instagram paid post will promote compelling content to further engage customers and increase awareness of the ROT Rally
- **Total Estimated Reach: 1.6M users plus Instagram reach**
- 4 Paid News feeds Ads
- Ads will also run on Instagram in parallel
- **Total Estimated Reach: 5M+ Impressions**

Key Performance Metrics Tracked Include:

- Impressions/Content Reach
- Frequency of Reach
- Engagement with content (comments, shares, likes)
- Clicks to website
- Ticket Sales

PRIMARY US GEO TARGETS: SOUTHWEST & SOUTHEAST REGIONS



Event Name	Date	City	State	Type
Progressive International NY Motorcycle Show	Dec 9-12	New York	NY	Industry
Progressive International Motorcycle Shows	Jan 6-8	DC	DC	Industry
Easyriders Bike Show Tour	Jan 14	Sacramento,	CA	Tour
Progressive International Motorcycle Shows	Jan 13-15	Dallas	TX	Industry
Progressive International Motorcycle Shows	Jan 27-29	Cleveland	OHIO	Industry
Del Mar Flat Track - Sole Week	Jan 29-29	Del Mar	CA	Flat Track/Partner
Progressive International Motorcycle Shows	Feb 3-5	Minneapolis	MN	Industry
Progressive International Motorcycle Shows	Feb 10-11	Chicago	IL	Industry
Timonium Motorcycle Show	Feb 10-12	Timonium	MD	Industry
South Padre Island BikeFest	Feb 17-18	South Padre	TX	Rally
Indiana Motorcycle Expo	Feb 17-19	Indiana State Fairgrounds	Indiana	Industry
AMA Flat Track - Daytona TT	Mar 16	Daytona	Florida	Flat Track
Biker Rallies of Texas	Mar 30 - Apr 2	Bandera	TX	Rally
Downtown Mesa Motorcycles on Main	Mar 7 Apr 7	Mesa	AZ	Eevnt
Daytona Bike Week	March 10-19	Daytona	Florida	Rally
AMA Flat Track - GA Short Track	March 25	Woodstock	GA	Flat Track
AMA Flat Track - Charlotte Half Mile	April 1	Concord	NC	Flat Track
Arizona Bike Week	Apr 5-9	Scottsdale	AZ	Rally
The Handbuilt Motorcycle Show	Apr 21-23	Austin	TX	Show
Laughlin River Run	Apr 26-29	Laughlin	NV	Rally
AMA Flat Track- Arizona Mile	May 13	Phoenix	AZ	Flat Track
AspenCash Motorcycle Rally	May 17-18	Mescalero	NM	Rally
AMA Flat Track: Sacramento Mile	May 20	Sacramento,	CA	Flat Track
Rolling Thunder	May 28	Washington DC	DC	Ride
Laconia Motorcycle Week	June 10-18	Weirs Beach	NH	Rally
Sturgis Motorcycle Rally	Aug 7-13	Sturgis	SD	Rally
Myrtle Beach Bike Week	Oct 2-8	Myrtle Beach	SC	Rally
SEMA Show	Oct 31 - Nov 3	Las Vegas	NV	Industry
AIMExpo	Sept. 23 -24	Greater Columbus	Ohio	Industry
Phoenix Bikefest	April	Phoenix	Arizona	Rally
Moto GP	April	Austin	TX	Show



2017 ROT RALLY FLAT TRACK SPONSOR BANNERS

ECONOMIC IMPACT/SOCIAL MEDIA REACH



Austin is an attractive place to do business and be seen during the ROT Rally. The ROT Rally has hosted more than **2 million attendees** over the past 21 years and has had a remarkable impact to Austin- and Hill Country area businesses, most notably hotels, restaurants, bars and motorcycle dealerships.

When the ROT Rally is in town, Austin feels the economic impact. According to Austin city leaders, the ROT Rally is responsible for generating more than **\$40 million** in economic impact for the Austin area during the four-day event.



36
MANAGED
JOURNALISTS

200+
MAGAZINE/NEWSPAPER
ARTICLES

900M+
MEDIA IMPRESSIONS



50M
MEDIA
IMPRESSIONS

900K
ENGAGEMENTS

2.5K
LINK CLICKS

180,000
LIKES, CLICKS & VIEWS



4.2K+
FOLLOWERS

1.5K
TWEETS &
RE-TWEETS

100,000
IMPRESSIONS

1.35M
MENTION REACH



8700+
FOLLOWERS

400+
UNIQUE POSTS

541%
GROWTH OVER
2016

180,000+
AD RESULTS
VIA SPONSORED FACEBOOK ADS



512K+
WEB VISITS

2:20
AVG. TIME ON
WWW.ROTRALLY.COM

62.7%
NEW VISITS

2.85
AVERAGE PAGE SESSIONS

ROT RALLY SPONSORSHIP BENEFITS

PRIME REAL ESTATE AT TRAVIS CO. EXPO CENTER

- Prominent vending locations on site

BANNER DISPLAYS

- Banners displayed in key locations inside rally grounds to best optimize exposure
- Banner prominently displayed inside ThunderDome
- Banner displayed on outside ThunderDome
- Banner prominently displayed downtown during Friday night party/parade
- Banner on stages (limited)
- Banner At Registration Parking Lot
- Banner At Flat Track

LOGO DISPLAYS

- Logo included on rally promotional Tear Off Pads (500,000 or 1,000,000 run), distributed state-wide
- Logo included on rally promotional poster (7,000 run) distributed nationwide
- Logo on Schedule of Events, handed out to each attendee as well as distributed at Austin Hotels and other key Austin establishments
- Logo included on print ads (newspaper and magazines), national and local distribution
- Logo on Sponsor Gateway at the entrance to the Travis County Expo Center (inside rally grounds)
- Logo displayed on Trams at rally grounds
- Advertisement in the Official Rally Guide (Size dependent on Sponsorship Level)

TARGETED SOCIAL MEDIA MARKETING INCLUSION

- Social media campaign with live links to your website: FaceBook, Twitter, Instagram
- Frequent posts regarding your Rally-specific events or giveaways
- Targeted Facebook, Twitter & Instagram Advertising with potential 6.5 million impressions
- Logo inclusion on all Social Media Headers, Facebook & Twitter

WEBSITE/ELECTRONIC ADVERTISING

- Advertising on Website homepage, rotator display
- Stationary Logo on website homepage and landing pages (sponsors only) ROT does not allow website advertising other than approved ROT sponsors
- 3 rotating Jumbo Tron Ads displayed left of main stage on a Prostar Illuminator 22'h X 30' w, a prominent visual during concerts and throughout the day
- Additional live feed of Jumbo Tron Ads to Paradise Bar on big screen

MEDIA OPPORTUNITIES

- Pre-parade partner: Take this opportunity to drive down the Congress Ave. Parade route before the motorcycles arrive to display your logo on vehicles and throw “bling” to the crowd along the parade route
- Stage “shout out” to approximately 200,000 enthusiasts during Congress Ave. Party before and/or after music
- Stage “shout outs” on 2 stages Travis Count Expo
- TV/news interview opportunities for ROT Rally and sponsor promotion (limited)
- Radio mentions using ROT Rally name and sponsor
- Email blasts/E-news (14 issues throughout the year)

MOBILE APP INCLUSION

- Logo inclusion on ROT Rally's official Smart Phone App

EXCLUSIVE RIGHTS TO USE ROT RALLY'S OFFICIAL LOGO

- ROT Rally's official logo usage on approved sponsor printing, banners, advertising (not for use on sponsorship merchandise)

TICKETS

- Free Tickets: Includes general admission wristbands to the rally, June 11-14.
- VIP Lounge Tickets. Includes VIP wristbands that will allow entrance to private VIP area with free drinks and food.
- VIP Music Tickets. Includes VIP wristbands that will allow entrance to private VIP area near front of stage.

EVENT BAG INCLUSION

- Brochure or product included in the event bags distributed to each rally attendee, approx. 18,000-35,000 bags.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PRE-RALLY “HOT SPOT” –PRE-SALE TICKET VENDOR

Host a Pre-Rally party and be an exclusive on-site Pre-Sale Ticket vendor! Some of the benefits include:

- “Official Hot Spot” banner
- Door prizes and raffle packages provided by ROT Rally
- Full color advertisement in rally Schedule of Events
- E-news advertisement, pre and post rally in newsletter blasts
- Logo on Jumbo Tron at Expo center
- Website logo listing

PRE-PARADE PARTNER –KICK OFF THE PARADE ON FRIDAY, JUNE 12, 2015

Your brand will be the center of attention as approx. 200,000 motorcycle enthusiasts await your arrival! Some of the benefits include:

- Company banners prominently displayed downtown
- Local TV exposure
- MC announcements on Expo main stage
- Your name or logo included on Jumbo Tron at Expo
- E-news advertisement in pre- and post-ROT Rally news blasts
- Full color 1/2 page ad in rally Schedule of Events

RIDE PARTNER –AN EVENT FOR THOSE WHO LOVE TO RIDE

Host an exclusive ROT Rally ride benefiting an important charity or cause! Some of the benefits include:

- TV/Radio/Print/Website coverage
- Company banner at starting and ending points
- Celebrity meet n' greet opportunities
- Chance to host mixer with beverages and food

EVENT, ATTRACTION OR CONTEST PARTNER - TITLE SPONSOR

Be the exclusive sponsor of a ROT Rally scheduled event, attraction or contest! Some of the benefits include:

- Prime Company Banner displays
- MC Announcements throughout the rally
- Print/Web/Jumbo Tron advertising and much more!
- Doug Danger Jump 2017
- ROT Rally Flat Track
- Main Stage Amphitheater

EVENT BAG INCLUSION

Include a flyer, coupon or product sample in the goodie bags for 18,000-35,000 rally attendees!

VIP/AFTER PARTY PARTNER

Show your brand at exclusive VIP events at the ROT Rally! Some of the benefits include:

- Celebrity meet n' greets and special sponsorship giveaways
- Jumbotron/Paradise Bar advertisement
- Prime Banner display at Paradise Bar
- MC plugs during contests or events at Paradise Bar

* Sponsorship benefits are package based and vary on the level of sponsorship purchased

* Sponsorship benefits are package based and vary on the level of sponsorship purchased

ROT RALLY SPONSORSHIP LEVEL OPTIONS

SPONSORSHIP ITEM	25K PLUS	15K	10K
PRIME REAL ESTATE AT TRAVIS CO. EXPO CENTER			
<ul style="list-style-type: none"> Prominent vending locations on site 			
BANNER DISPLAYS			
<ul style="list-style-type: none"> Banners displayed in key locations inside rally grounds to best optimize exposure Banner prominently displayed inside ThunderDome Banner displayed on outside ThunderDome Banner prominently displayed downtown during Friday night party/parade Banner on stages (limited) Banner At Registration Parking Lot Banner At Flat Track 			
LOGO DISPLAYS			
<ul style="list-style-type: none"> Logo included on rally promotional Tear Off Pads (500,000 or 1,000,000 run), distributed state-wide Logo included on rally promotional poster (7,000 run) distributed nationwide Logo on Schedule of Events, handed out to each attendee as well as distributed at Austin Hotels and other key Austin establishments Logo included on print ads (newspaper and magazines), national and local distribution Logo on Sponsor Gateway at the entrance to the Travis County Expo Center (inside rally grounds) Logo displayed on Trams at rally grounds Advertisement in the Official Rally Guide (Size dependent on Sponsorship Level) 			
TARGETED SOCIAL MEDIA MARKETING INCLUSION			
<ul style="list-style-type: none"> Social media campaign with live links to your website: FaceBook, Twitter, Instagram Frequent posts regarding your Rally-specific events or giveaways Targeted Facebook, Twitter & Instagram Advertising with potential 6.5 million impressions Logo inclusion on all Social Media Headers, Facebook & Twitter 			

ROT RALLY SPONSORSHIP LEVEL OPTIONS

SPONSORSHIP ITEM	25K PLUS	15K	10K
WEBSITE/ELECTRONIC ADVERTISING			
<ul style="list-style-type: none"> Advertising on Website homepage, rotator display Stationary Logo on website homepage and landing pages (sponsors only) ROT does not allow website advertising other than approved ROT sponsors 3 rotating Jumbo Tron Ads displayed left of main stage on a Prostar Illuminator 22'h X 30'w, a prominent visual during concerts and throughout the day 			
MEDIA OPPORTUNITIES			
<ul style="list-style-type: none"> Pre-parade partner: Take this opportunity to drive down the Congress Ave. Parade route before the motorcycles arrive to display your logo on vehicles and throw "bling" to the crowd along the parade route Stage "shout out" to approximately 200,000 enthusiasts during Congress Ave. Party before and/or after music Stage "shout outs" on 2 stages Travis Count Expo TV/news interview opportunities for ROT Rally and sponsor promotion (limited) Radio mentions using ROT Rally name and sponsor Email blasts/E-news (14 issues throughout the year) 			
MOBILE APP INCLUSION			
<ul style="list-style-type: none"> Logo inclusion on ROT Rally's official Smart Phone App 			
EXCLUSIVE RIGHTS TO USE ROT RALLY'S OFFICIAL LOGO			
<ul style="list-style-type: none"> ROT Rally's official logo usage on approved sponsor printing, banners, advertising (not for use on sponsorship merchandise) 			
TICKETS			
<ul style="list-style-type: none"> Free Tickets: Includes general admission wristbands to the rally, June 11-14. VIP Lounge Tickets. Includes VIP wristbands that will allow entrance to private VIP area with free drinks and food. VIP Music Tickets. Includes VIP wristbands that will allow entrance to private VIP area near front of stage. 			
EVENT BAG INCLUSION			
<ul style="list-style-type: none"> Brochure or product included in the event bags distributed to each rally attendee, approx. 18,000-35,000 bags. 			

ROT
BIKER RALLY.

REPUBLIC OF TEXAS
BIKER RALLY

ROT Rally combines the best real estate, prime banner locations, print and electronic advertising, social media and web to ensure your business gets noticed. Become a part of one of the best money-making opportunities of the year! We welcome you to join us and become part of our event.

ASHLEY DUPREE
REPUBLIC OF TEXAS BIKER RALLY
ashley@rot rally.com
512-767-9514

CHARLES HICKMAN
REPUBLIC OF TEXAS BIKER RALLY
charles@rot rally.com
512-966-2395

