



In Association with



8-9th July 2017 at City Airport Manchester

Sunday 24th September 2017 at the Cheltenham Racecourse (Centaur Main Hall)

Associate sponsorship package - main benefits:

1) ONSITE

- Up to 10x10m exhibition space prime position inside event halls for both events
- Full page advert in 2 x official show guides
- Branding throughout hall using your own banners
- Your logo on all visitor and exhibitor wristbands
- Roaming promo staff at both events

2) MARKETING / COMMUNICATIONS throughout 2017 and beyond...

- Associate Sponsor Naming Rights ie KICKBACK in Association with Michelin, 100% Biker, Oily Rag and Digital Speedos
- Presence in all communications, marketing relating to KICKBACK including:
- Websites – your logo / brand would be prominent on our website
- Print – your logo / brand would appear in relevant print media
- Social – media package to support your investment and branding
- Sponsor name would appear within all relevant press releases
- Your logo / name and message would accompany KICKBACK blogs and eshots
- Your logo would appear on our full page advertisements, flyers, posters and relevant graphics

3) DIRECT BENEFITS

- Brand association and sponsorship of unique and independent exhibitions
- Ability to communicate your brand and marketing message to approx. *5,000 attending motorcycle enthusiasts *for both KB events
- Collaborative promotions such as: we give you ie 20 tickets to offer as prizes to your customers plus ie you give us a voucher to offer as prizes to our bike builders
- Communication of services and brand to our 28,000 facebook group members
- Exhibition space at shows to meet customers and conduct business face to face
- Logo branding on all visitor promotional material
- Page ad in show guides
- Web links and logos on website (over 100,000 confirmed site visits per year)

We are constantly marketing and promoting KB to all motorcyclists, enthusiasts, novices and newcomers – which means that we will also be encouraging non-motorcyclists to attend – with a view to inspiring and encouraging a new generation of bikers

The price for Associate Sponsorship of KICKBACK (Manchester and Cheltenham Racecourse this year) is £2000 plus vat.

As mentioned above this includes 2 x full page adverts in the show guides, 2 x exhibition spaces at both events and logos on sales / marketing / visitor promotional products

Great opportunity to sell to your customers on a face to face basis.

On the weekend of the events there will be a wonderful gathering of around 2500 (each show) all with one thing in common...the love of motorcycles! We want a discerning exhibition where we can all celebrate the thrilling World of motorbikes and the fanatical culture it embraces.

Meet & greet your customers & make new business contacts

There is a very lucrative opportunity for dealers, retailers, wholesalers and traders to do some great business on these weekends.

ALSO: HEADLINE SPONSOR AVAILABLE FROM £3500

INCLUDES NAMING RIGHTS FOR EXAMPLE:
THE RED BULL KICKBACK MOTORBIKE SHOW

KICKBACK Motorcycle Shows are organised by ShowCo Limited and a dedicated team of enthusiasts, custom engineers, designers, classic bike owners and biking legends; promoting motorcycle engineering excellence, celebrating the real biker lifestyle...

More...

2017 indoor events

KICKBACK Motorbike Show
8-9th July City Airport Manchester

KICKBACK Festival of Bikes
24 September at Cheltenham Racecourse

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