



2024

SPONSORSHIP INFORMATION



**A MOTORCYCLE RALLY TO BENEFIT
THE CHILD ABUSE COUNCIL OF MUSKEGON COUNTY**



DEAR POTENTIAL SPONSOR:

In 2023, the Rebel Road team set out to grow our event with the support of our sponsors. Thanks to businesses and supporters like you, we succeeded.

The number of visits to Rebel Road 2023 grew beyond 103,000, a 5% increase from 2022, according to City of Muskegon data. For our sponsors, this growth meant an opportunity to connect with potential customers like never before.

We're looking to do even better in 2024.

We're working to strengthen Rebel Road's visibility not only in Michigan, but across the Midwest and country through innovative marketing strategies and a presence at some of nation's biggest rallies.

We've also expanded our list of events to include a multi-day battle of the bands at one of West Michigan's best concert venues and numerous pre-parties, spreading your marketing dollar far beyond Michigan's biggest motorcycle rally.

We're excited for what the future holds for Rebel Road. We hope you will be a part of it.

Sincerely,

Rebel Road Planning Committee

103,200

VISITS DURING
REBEL ROAD 2023

5%

INCREASE IN REBEL ROAD
VISITS YEAR OVER YEAR

36.9

AVERAGE AGE OF
REBEL ROAD ATTENDEE

2ND LARGEST

REBEL ROAD WAS MICHIGAN'S
SECOND-LARGEST ATTRACTION IN JULY 2023



HELP US HELP KIDS

Your sponsorship helps fight abuse

Our mission is to speak for, help, and protect the most vulnerable members of our community. Every dollar raised during Muskegon's Rebel Road goes directly to the Child Abuse Council of Muskegon County to support its efforts to end child abuse. This means you can be assured your sponsorship is having the greatest impact possible and helping those who need it the most.

While the demand for services from the Child Abuse Council of Muskegon County continues to grow, the organization relies on events like Muskegon's Rebel Road motorcycle rally to fund its efforts in the community.

Muskegon's Rebel Road's all-volunteer staff of organizers will use your sponsorship to grow this event, meaning your giving will help ensure the longterm wellbeing of this vital fundraiser.

And more importantly, your sponsorship will help support the ongoing fight against child abuse in Muskegon County.

HOW THE CHILD ABUSE COUNCIL SERVES OUR AREA'S CHILDREN

15,892

Children received age-appropriate prevention services in 2023.

590

Counseling sessions provided for child victims and their non-offending caregivers.

"We will protect your children and your family through Education, Intervention, Advocacy and Community Collaboration," - The mission of the Child Abuse Council of Muskegon County



The Children's Advocacy Center conducted 349 forensic interviews and 33 medical exams in 2023.



Rebel Road has historically accounted for more than 70% of the Child Abuse Council of Muskegon County's fundraising revenue.

REBEL ROAD HAS RAISED \$289,000 TO HELP SUPPORT THE COUNCIL

SPONSORSHIP PACKAGES

Why should I be a sponsor?

We have a variety of sponsorship opportunities available that fit any budget. Each package is designed to maximize your return on investment and help your organization achieve its marketing and philanthropic plans. If you don't see an option that fits your goals, let us know. We may be able to create a custom package just for you!

BRAND EXPOSURE

Your name will be featured prominently throughout the event and on a variety of promotional materials. Depending on your selected sponsorship package, your company's ID can be featured on banners, event signs, ads, social media, and by emcees during the event. There are also opportunities to sponsor specific aspects of the event.

COMMUNITY SUPPORT

Muskegon's Rebel Road sponsors can be assured their giving is going right back to the community. All proceeds from the event will support the Child Abuse Council of Muskegon County. By sponsoring the event, you are helping fight child abuse and supporting a tourism market that brings millions of dollars and thousands of jobs to Muskegon County.

PROMOTIONAL TIE-INS

Muskegon's Rebel Road is the perfect time to show off what your business has to offer. Many sponsors use this event as an opportunity to hold contests, do giveaways, and hype their goods and services to a large, diverse audience. Some sponsorship packages also include the opportunity to have your product featured during the event.

LET'S GET CREATIVE!

Looking for a new way to attract customers? Are you a fan of outside-the-box ideas? This is the event for you! While we have a large variety of traditional sponsorship opportunities available, such as naming rights and vendor booths, we love working with companies that want to get creative. Let's chat and bring your ideas to life!

I really want my company's name out there

WHAT EVENTS CAN I SPONSOR?

We know advertisements and banners are great for some companies. But, we also understand there are those who want to make a big splash and are looking for more impactful options. Muskegon's Rebel Road offers sponsorship opportunities on everything from stages, contests, and games to demonstrations and displays. These scheduled events keep attendees engaged all weekend long – meaning prolonged exposure to your brand.

WHAT'S AVAILABLE

LOCATIONS: MAIN STAGE, VETERAN'S AREA, CAMPGROUND, KID'S AREA, & MORE!

SPECIAL EVENTS: CONCERTS, VETERAN'S TRIBUTE, STUNT SHOWS, MISS REBEL ROAD CONTEST, TATTOO CONTEST, AND NEW ATTRACTIONS BEING ADDED EVERY YEAR!



IS SOMETHING YOU WANT TO SPONSOR NOT LISTED? LET US KNOW!



PRESENTER

Inquire for pricing

Our most-exclusive level of sponsorship, Presenter sponsors play a role in every aspect of Rebel Road. Sponsors at this level can expect their company to be featured prominently before, during, and after the event. This is the only level with access to branding of the Rebel Road Main Stage and nightly concerts.



Miss Rebel Road 2023, left

Main Stage promotion

EXCLUSIVE ACCESS TO MAIN STAGE AND CONCERT BRANDING

Exclusivity of your product

BE THE ONLY COMPANY IN YOUR PRODUCT OR SERVICE CATEGORY AND REACH THOUSANDS

Marketing and advertising

LOGO INCLUDED ON WEBSITE AND ALL MARKETING MATERIALS, INCLUDING PRESS RELEASES, ADVERTISEMENTS, AND PROMOTIONS

Highest value real estate

GET FREE ACCESS TO THE HIGHEST VALUE REAL ESTATE ON REBEL ROAD TO PROMOTE YOUR PRODUCT

Exclusive Event Naming Rights

YOU WANT YOUR NAME ON IT? YOU GOT IT!

Year-long Rebel Road support

YOUR SPONSORSHIP WILL BE RECOGNIZED AT REBEL ROAD EVENTS YEAR-ROUND, INCLUDING OUR REGULAR WINTER BASH

SUPPORT REBEL ROAD!

CLUB PRESIDENT

\$15,000 Sponsorship

Sponsors at this level play a major role in supporting Rebel Road. At this level, sponsors can expect exclusivity in their product or service category, and have access to the naming rights of the event's major attractions and primary locations.



Exclusivity of your product

BE THE ONLY COMPANY IN YOUR PRODUCT OR SERVICE CATEGORY AND REACH THOUSANDS

Naming rights for premiere events/locations

VETERAN'S AREA, CAMPGROUND, KID'S AREA, ENTERTAINMENT AREAS ETC.

Marketing and advertising

LOGO INCLUDED ON WEBSITE AND ALL MARKETING MATERIALS, INCLUDING PRESS RELEASES, ADVERTISEMENTS, AND PROMOTIONS

On-site promotions

NEAR-MAIN STAGE BANNER OPPORTUNITIES, PA RECOGNITION, AND MORE

High value real estate

FREE VENDOR SPACE IN THE HIGHEST-TRAFFICKED AREAS

Year-long Rebel Road support

YOUR SPONSORSHIP WILL BE RECOGNIZED AT REBEL ROAD EVENTS YEAR-ROUND, INCLUDING OUR REGULAR WINTER BASH

CONTACT US TODAY!

FULLY PATCHED

\$5,000 Sponsorship

Have your company name featured prominently throughout the event and help bring new attractions to Rebel Road!

Naming rights for contests & secondary events

MISS REBEL ROAD, TATTOO CONTEST, AND MORE!

Rebel Road Real Estate

FREE VENDOR SPACE DURING REBEL ROAD 2023

Marketing and advertising

LOGO INCLUDED ON WEBSITE AND ALL MARKETING MATERIALS, INCLUDING PRESS RELEASES, ADVERTISEMENTS, AND PROMOTIONS

On-site promotions

PROMINENT BANNER ON SITE DURING RALLY, PA RECOGNITION

THE PROSPECT

\$1,500 Sponsorship

Marketing and advertising

LOGO ON REBEL ROAD WEBSITE, SELECT ADS, SOCIAL MEDIA, & RELEVANT ANNOUNCEMENTS

On-site promotions

BANNER ON SITE DURING RALLY, PA RECOGNITION

HANG AROUND

\$500 Sponsorship

On-site promotion

BANNER ON SITE DURING RALLY

CONTACT US FOR SPONSORSHIP OPPORTUNITIES

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