

SPONSORSHIP

TOOLKIT

madhouse motors presents

WILD RABBIT

COMMUNITY MOTO SHOW





INTRODUCTION

The **WILD RABBIT COMMUNITY MOTO SHOW** is Boston's first annual motorcycle night and event series, celebrating the thriving motorcycle community and local businesses throughout the Northeast. **WILD RABBIT** is created and hosted by Madhouse Motors, a locally founded custom motorcycle & repair shop.

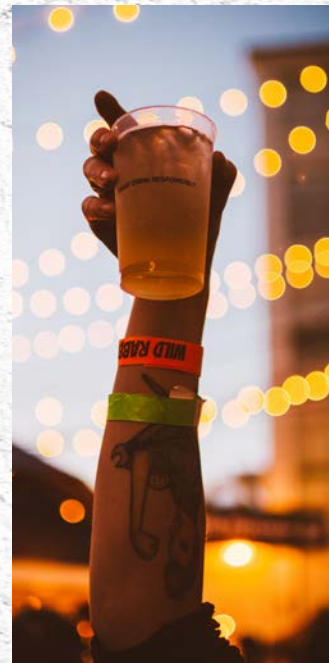
WILD RABBIT is held at Naco Taco of Cambridge, MA. In 2022, over 2,800 people attended the show and participated in the event. This year, we are expecting to draw a crowd of 3,000+ amazing individuals.

The **WILD RABBIT SHOW** includes an open-to-all motorcycle competition, an extraordinary raffle, taco trucks, themed cocktails & craft beer, games, tons of dancing (this is the best part), all while showcasing incredible vendors & their goods. All vendors keep all profits received from the **WILD RABBIT MOTO SHOW** in order to further push success and exposure for other small businesses alike. Our raffle showcases over \$15,000-worth of products and services from our various sponsors and vendors.

The **WILD RABBIT MOTO SHOW** is an immersive experience that unites the moto community, small businesses, entrepreneurs, artists, locals and tourists all under one roof. Included in this toolkit are highlights from past **WILD RABBIT SHOWS**, what to expect from this next one, and reasons why partnering with **WILD RABBIT** is a great opportunity for anyone.

THIS YEAR'S EVENT: SATURDAY, MAY 20, 2023
5PM-11PM // NACO TACO – 297 MASS AVE., CAMBRIDGE, MA 02139

THE WILD RABBIT EXPERIENCE







CLIENT BASE

Our target audience is primarily people of all genders, ranging from 22–65 years of age. The **WILD RABBIT SHOW** draws an incredible range of people:

- bike enthusiasts
- motorcycle riders
- professional racers & builders
- business owners
- 9-to-5ers
- college students
- artists
- musicians
- pedestrians walking by
- wide variety of industry professionals
- and maybe some celebrities peppered in (*wink, wink*)

In the past couple of years, we've had attendees come from all over the country, and we're now drawing attention from an international crowd.

As **WILD RABBIT** has gained more attention in the past few years, there's been an amazing shift in our attendees. Many of the people who show up to the show have in fact, never even ridden a motorcycle. They come for the community, the culture, the tacos and the party. They come to socialize and open their minds to a world that they may otherwise not have had the opportunity to learn about or be a part of. We are proud to serve as a place for such a diverse, intelligent and thoughtful community to get together. This has become one of the most important and valued aspects of **WILD RABBIT**. Everyone is welcome, and everyone feels welcomed.



WHY SPONSOR...

✓ A GOOD CAUSE

By partnering with the **WILD RABBIT MOTO SHOW**, you're associating yourself with an extremely positive movement to build a community and support small, family-run businesses. Because of the lack of moto-related events in Boston, **WILD RABBIT** also provides exposure to the moto world that many may not have access to otherwise.

A portion of the profits from **WILD RABBIT** are donated to a local charity. (Organization to be announced ❤️)

✓ ACCESS TO LOYAL CUSTOMER BASE

Have we thoroughly explained how loyal our customers & attendees are!? Our supporters are incredible, and they tend to stick around, only to come back year after year. **WILD RABBIT** offers the opportunity not only to expose your organization to thoroughly involved customers, but also access to their thoughts and feedback through the interactive experience that **WILD RABBIT** has become. Not only will sponsoring lend you access to our customer base, but it also creates a chance to network with other vendors and sponsors. Many successful business relationships have started at **WILD RABBIT**.

✓ EXPOSURE AND PROFIT \$\$\$

As a vendor you keep 100% of your sales! We want to see every sponsor grow their business and expand their reach. The **WILD RABBIT COMMUNITY MOTO SHOW** welcomes anyone & everyone. From tourists who just happen to be walking by, to new motorcycle owners; from lifelong riders to artists. For that reason, it is a perfect event for businesses to showcase their brand to thousands of potential new and loyal customers.

Our events are publicized across a number of platforms and our online audience is heavily engaged. This show will be covered by multiple social media sources, local news outlets, filmmakers, and will be attended by many well-known professionals, organizations and companies.

As a vendor, whatever it is that you offer will be advertised to everyone who walks through the show. The majority of our vendors have expressed how much the show benefited their businesses, whether it was through networking and making lasting professional connections, or through selling goods at the event itself.

SPONSORSHIP LEVELS & PACKAGES

**SPONSORSHIP DEADLINE:
FRIDAY, APRIL 14, 2023**

1 ADVERTISING PACKAGE — \$100

- Free admission for 2 people
- Logo on website
- Logo on online flier
- Logo on event flier

2 STANDARD VENDING PACKAGE — \$250

- Free admission for 2 people
- Logo on website
- Logo on online flier
- Logo on event flier
- Dedicated 10x10 vending space for the entire event.*
*You can sell whatever products and merchandise you wish out of your vending space, and all profits are yours!
Pop-up tents, tables and lights encouraged but not provided.*

PACKAGES CONTINUED ON NEXT PAGE...



SPONSORSHIP LEVELS & PACKAGES

3 PARTNER PACKAGE — \$1,000

- Free **VIP** admission for 5 people

VENDOR BOX

including the following, plus some extra goodies:

- Logo on limited-edition Wild Rabbit 2023 Show Merch
- 1 Madhouse hoodie
- Sponsorship plaque featuring your name & company
- 50 complimentary raffle tickets
- \$50 Gift card to Naco Taco
- \$50 Madhouse Cafe gift card
- Framed limited-edition Madhouse Motors original print
- Mad stickers

ADVERTISING & BRAND AWARENESS

- Brand presence on signage throughout event
- 1 Promotional story post during event
- 1 dedicated & personalized social media post on Wild Rabbit IG
- Appearance in post-show video
- Logo on website, stated as official sponsor
- Logo on event flier, stated as official sponsor
- Dedicated 20x10 vending space for the entire event.*

**You can sell whatever products and merchandise you wish out of your vending space, and all profits are yours!
Pop-up tents, tables and lights encouraged but not provided.*

4 INVESTOR PACKAGE — \$5,000

- Free **VIP** admission for 8 people

VENDOR BOX

including the following, plus some extra goodies:

- Logo on limited-edition Wild Rabbit 2023 Show Merch
- 1 Limited-edition Wild Rabbit jacket
- 2 Madhouse hoodies
- Sponsorship plaque featuring name & company
- 100 complimentary raffle tickets
- \$100 Gift card to Naco Taco
- \$100 Madhouse Cafe gift card
- Framed limited-edition Madhouse Motors original print
- Mad stickers

ADVERTISING & BRAND AWARENESS

- Brand presence on signage throughout event
- 2 Promotional story posts during event
- 2 dedicated & personalized social media posts on Wild Rabbit IG
- 1 dedicated & personalized social media post on Madhouse Motors IG
- Feature in post-show video
- Logo on website, stated as official sponsor
- Logo on event flier, stated as official sponsor
- Company name in any press releases for upcoming show
- Dedicated 20x10 vending space for the entire event.*

SPONSORSHIP LEVELS & PACKAGES

5 PRO PARTNER PACKAGE — \$10,000 ONLY 3 SPOTS AVAILABLE

PRESENTER OF SPONSORED BIKE CATEGORY TROPHY

As VIP judges, you will have the opportunity to pick your favorite bike, and our MC will invite you up, where they will tell the audience a little bit about your company, before presenting the winner with a trophy engraved with your logo.

- Free **VIP** admission for 10 people

VENDOR BOX

including the following, plus some extra goodies:

- Highlighted Logo on limited-edition Wild Rabbit 2023 Show Merch
- 2 Limited-edition Wild Rabbit jackets
- 5 Madhouse hoodies
- Sponsorship plaque featuring name & company
- 200 complimentary raffle tickets
- \$100 Gift card to Naco Taco
- \$100 Madhouse Cafe gift card
- \$100 Madhouse Motors gift card
- Framed limited-edition Madhouse Motors original print
- Mad stickers

ADVERTISING & BRAND AWARENESS

- Brand presence on signage throughout event
- 2 Promotional story posts during event
- 3 dedicated & personalized social media posts on Wild Rabbit IG
- 1 dedicated & personalized social media post on Madhouse Motors IG
- 2 dedicated social media posts on Madhouse Motors IG throughout the year (*content, captions and post date determined/provided by you.*)
- Highlight & Logo in post-show video
- Logo on website, stated as official sponsor
- Logo on event flier, stated as official sponsor
- Company name in any press releases for upcoming show
- Prime location for dedicated 20x10 vending space for the entire event.*

**You can sell whatever products and merchandise you wish out of your vending space, and all profits are yours!
Pop-up tents, tables and lights encouraged but not provided.*



WE LOOK FORWARD TO WORKING WITH YOU

THANK YOU FOR CONSIDERING PARTNERING WITH WILD RABBIT COMMUNITY MOTO SHOWS.

No matter what kind of organization you are, we would love the opportunity to talk more about the ways in which we could collaborate. Remember that by supporting **WILD RABBIT**, you are celebrating and supporting the local businesses that help enhance everyone's community while celebrating the up-and-coming motorcycle culture.

Best,

THE MADHOUSE TEAM

www.madhousemotors.com

Email: madhousemotors@gmail.com

Facebook: Madhouse Motors

Instagram: @madhousemotors

@wildrabbitmotshow

Photography kindly provided by:

Chris @cwatbos

Matt Landers @photosbylanders

@xcerptvision

Pat Daly @pdalyphoto

Nicole @encounterboston