

"Hot Wheelz Weekend"

Cars / Trucks / Bikes / ATVs / X-Games ... anything with wheels showcase / concert

When: Saturday, September 13th: "Bikes, ATV's & X-Games" / 4:00pm – 10:00pm (Concert)
Sunday, September 14th: "Cars & Motor Homes" / 11:00am – 4:00pm

Where: The Naples Fort Myers Dog Track, Bonita Springs, Florida

Presented by

Joe Skladany

Renda Broadcasting

(239) 495-8383

Spectator Parking

Test Ride Area

Concert Stage

Exhibitors
Booths
Vendors
Food Area

Saturday
Bikes / ATV's
X-Games
Concert

Sunday
Cars & Trucks
New/Classics

Rain Out Policy : In the event that the show is cancelled due to inclement weather, the event will be rescheduled to a date as dictated by The Naples Fort Myers Dog Track availability and the Renda Broadcasting Promotion/Event Calendar





Saturday, September 13th

Cycles/Bikes/ATV's/X-Games



Florida is home over 600,000 registered Bikers and 25 Mountain Bike Clubs. Saturday will be dedicated to showcasing all the items associated with hard core Bikers, Cyclists, ATV's, In-line Skaters and X-Games enthusiasts. Here is your chance to showcase your products to over 10,000 target consumers who want to get a jump on the competition by purchasing the latest items.

Projected Tentative Activities:

Exhibitor's Set-up: Noon – 3:00pm

Exhibitions Open: 4:00pm – 7:00pm

Test Track Open: 4:00pm – 10:00pm

All event sponsors are encouraged to provide test ride items

Stunt Rider Exhibition: 5:30pm – 6:30pm

Concert Stage Performance: 7:00pm – 9:00pm

Award Presentations (*as voted on by the fans attending event,*
Best in Show, Best Custom Bike, Best New Item, etc...

After show walk through: 9:00pm – 10:30pm

Breakdown: 10:30pm / Security provided overnight



Potential Family Friendly Features

- Hot Air Balloon Rides
- Bounce House
- Food & Beverages
- Ice cream, Cotton Candy, etc...
- Skate Park Obstacle Course





Sunday, September 14th

“Cars/Trucks/Motor Homes”

Classic/New Cars & Trucks



Florida is home to over 85 “Classic Car Clubs”. Sunday will be dedicated to showcasing both Classic and New Cars/Trucks as well as specialty vehicles ranging from Motor Homes to Fire Trucks. Here is your chance to showcase your products to over 10,000 target consumers who want to purchase a certified antique or a new model right off your lot.

Projected Activities:

Exhibitor's Set-up: 7:00am – 10:00am

Exhibitions Open: 11:00am – 4:00pm

Test Track Open: 11:00am – 4:00pm

All event sponsors are encouraged to provide test ride items

Stunt Rider Exhibition: 2:30pm – 3:30pm

Award Presentations: 3:30pm – 4:00pm *(as voted on by fans attending event)*

Best in Show, Best Hot Rod, Best New 2015 Model, Best Family Car, Best Luxury Car, etc...

After show walk through: 4:00pm – 4:30pm

Breakdown: 4:30pm



Potential Family Friendly Features

- Hot Air Balloon Rides
- Bounce House
- Food & Beverages
- Ice cream, Cotton Candy, etc...
- Monster Truck Rides



Platinum Sponsorship



Promotional/Media Value: \$32,800

Sponsorship Investment: \$18,000

(Note: 50% due at time of signing to secure sponsorship)

On Air Exposure:

- **200-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(50-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- * Flight Dates: August 30th – September 14th

Renda Broadcasting Commercial Spot Bank

- **100-:30's** "Spot Bank" to use at your digression
Monday – Sunday / 6am - Mid
(25-:30's on WWGR, WJGO, WSGL & WGUF)
- * Note: Commercials must air before October 31, 2014

Digital:

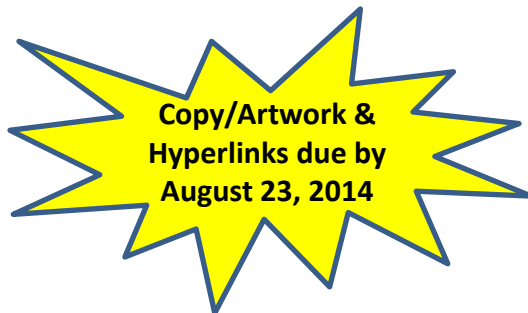
- Logo inclusion in Station September Newsletters
- Logo/Hyperlink on Home/Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Ten (10)** – Two Days of Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** - 4'x8' Front Stage Banner supplied by Your Company
- **Ten(10)** - Stage Announcements
- **Six(6)** - Meet & Greet Passes
- **Ten(10)** - VIP Concert Seating



Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Exhibit Area to showcase: _____

Renda: _____ Date: _____

Name: _____

Gold Sponsorship



On Air Exposure:

- **160-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(40-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- * Flight Dates: August 30th – September 14th

Renda Broadcasting Commercial Spot Bank

- **80-:30's** "Spot Bank" to use at your digression
Monday – Sunday / 6am - Mid
(20-:30's on WWGR, WJGO, WSGL & WGUF)
- * Note: Commercials must air before October 31, 2014

Digital:

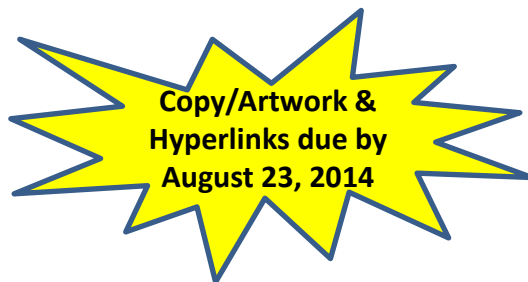
- Logo inclusion in Station September Newsletters
- Logo/Hyperlink on Home/Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Six (6)** – Two Days of Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 4' x 8' Front Stage Banner supplied by Your Company
- **Six(6)** - Stage Announcements
- **Four(4)** - Meet & Greet Passes
- **Six(6)** - VIP Concert Seating



Promotional/Media Value: \$26,950

Sponsorship Investment: \$14,750

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Exhibit Area to showcase: _____

Renda:

Date: _____

Name: _____

Silver Sponsorship

On Air Exposure:

- **100-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(25-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- Flight Dates: August 30th – September 14th

Renda Broadcasting Commercial Spot Bank

- **60-:30's** "Spot Bank" to use at your digression
Monday – Sunday / 6am - Mid
(15-:30's on WWGR, WJGO, WSGL & WGUF)
- * Note: Commercials must air before October 31, 2014

Digital:

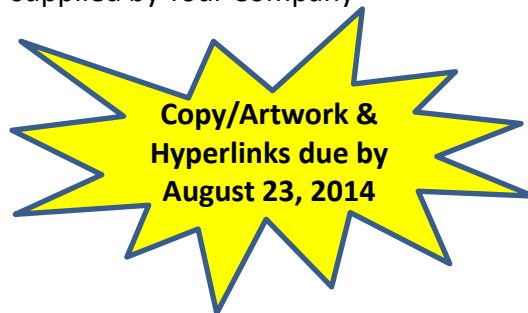
- Logo inclusion in Station September Newsletters
- Logo/Hyperlink on Event Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Four (4)** – Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table,
chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 3' x 5' Side Stage Banner supplied by Your Company
- **Four(4)** - Stage Announcements
- **Two(2)** - Meet & Greet Passes
- **Four(4)** - VIP Concert Seating



Promotional/Media Value: \$16,900

Sponsorship Investment: \$9,250

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Exhibit Area to showcase: _____

Renda: _____ Date: _____

Name: _____

“Test Track” Sponsors

We will have up to four (4) separate “Test Track” sponsors for:

- 1) Mountain / Race Bikes
- 2) Skate Boards / In Line Skates
- 3) ATV's / Off Road Bikes
- 4) Motor Cycles

On Air Exposure:

- **40-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(10-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- Flight Dates: September 7th – 14th

Test Drive Track :

- Your company will be the title sponsor of the “Test Drive Track”
- You must allow product provided by all event sponsors to participate
- Exhibitors will provide the test items and “Fan Passes” for the track
- Banners around the track supplied by Your Company

Digital:

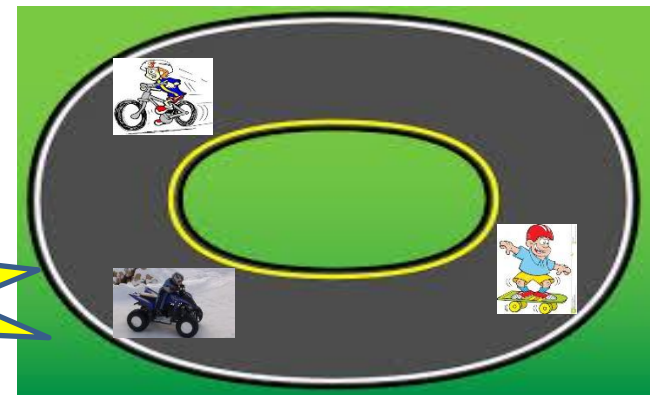
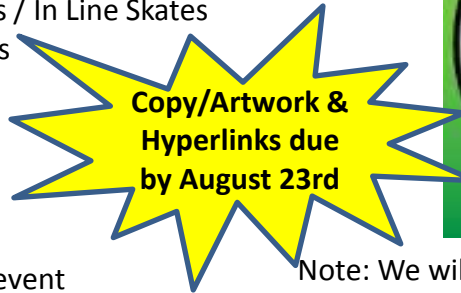
- Logo inclusion in Station September Newsletters
- Logo/Hyperlink on Event Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Two(2)** – Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 3' x 5' Side Stage Banner supplied by Your Company
- **Two(2)** - Stage Announcements
- **Two(2)** - VIP Concert Seating



Note: We will have designated areas for each “Test Drive Product” and not on the same track simultaneously as depicted

Promotional/Media Value: \$12,550

Sponsorship Investment: \$6,500

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Test Track Requested : _____

Exhibit Area to showcase: _____

Renda: _____ Date: _____

Name: _____

“Stunt Team” Sponsors

We will have up to four (4) separate “Stunt Teams” sponsors for:

- 1) Mountain / Race Bikes
- 2) Skate Boards / In Line Skates
- 3) ATV's / Off Road Bikes
- 4) Motor Cycles

On Air Exposure:

- **40-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(10-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- * Flight Dates: September 7th - 14th

Stunt Driver Exhibition Sponsor:

- Your company will sponsor “Stunt Drivers” providing exhibitions on the “Test Drive Track”
- Sponsor to provide a “Stunt Team” using their products. if a stunt team can not be secured by the sponsor, Renda will provide one but can not guarantee that your products will be featured in the exhibition
- Banners around the track supplied by Your Company

Digital:

- Logo inclusion in Stations September Newsletters
- Logo/Hyperlink on Event Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Two(2)** – Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 3' x 5' Side Stage Banner supplied by Your Company
- **Two(2)** - Stage Announcements
- **Two(2)** - VIP Concert Seating



Copy/Artwork & Hyperlinks due by August 23rd

Promotional/Media Value: \$9,600

Sponsorship Investment: \$6,500

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Stunt Team Requested: _____

Exhibit Area to showcase: _____

Renda:

Date: _____

Name: _____

Race Simulator Sponsor

Your company will provide fans with the opportunity to drive a car in a "Victory Lane Racing Simulator"

<http://www.victorylaneracingsimulator.com/>

On Air Exposure:

- **40-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(10-:30's on WWGR, WJGO, WSGI & WGUF)
- * Live Read Mentions by our personalities promoting event
- * Flight Dates: September 7th - 14th

Race Simulator Sponsor:

- Your company will sponsor the "Race Simulator" providing fans the opportunity to drive a race car on a major track
- Renda to provide the simulator and manpower to collect a fee
- Banners around the area supplied by Your Company
- Your company is encouraged to provide fans who beat a certain pre designated time with a prize

Digital:

- Logo inclusion in Station September Newsletters
- Logo/Hyperlink on Event Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Two(2)** – Exhibit Spaces (@15' x 24' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 3' x 5' Side Stage Banner supplied by Your Company
- **Two(2)** - Stage Announcements
- **Two(2)** - VIP Concert Seating



Promotional/Media Value: \$9,600

Sponsorship Investment: \$6,500

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Exhibit Area to showcase: _____

Renda: _____ Date: _____

Name: _____

Wrist Band Sponsor

Your company will be featured on the event wrist band given to each fan entering the gate to show that they paid their entrance fee.

On Air Exposure:

- **40-:30** Recorded promos mentioning Your Company
Monday – Sunday / 6am - Mid
(10-:30's on WWGR, WJGO, WSGL & WGUF)
- * Live Read Mentions by our personalities promoting event
- * Flight Dates: September 7th - 14th

Wrist Band Sponsor:

- **10,000** – Rubber (Latex Free) Bands featuring the event and your company logos
- Renda to provide the manpower to collect a fee and pass out items
- Two 4' x 8' Banners hung near the main entrance supplied by your company
- Your company is encouraged to provide fans with a “special offer” who visit your locations wearing the wrist band.

Digital:

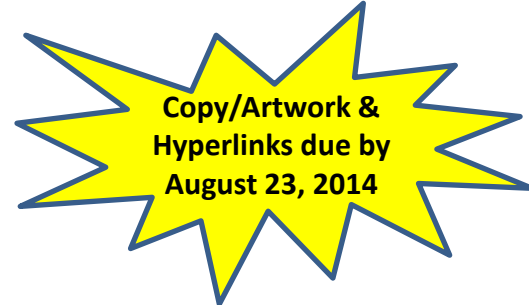
- Logo inclusion in Stations September Newsletters
- Logo/Hyperlink on Event Landing Page on station websites
- Name inclusion in social media marketing (Facebook)

Exhibition Area

- **Two(2)** – Exhibit Spaces (@15' x 25' each space)
You must provide your own electrical, manpower, table, chairs, promotional materials, signage, etc...
- * Set up Saturday @ Noon

Concert Exposure:

- **One(1)** – 3' x 5' Side Stage Banner supplied by Your Company
- **Two(2)** - Stage Announcements
- **Two(2)** - VIP Concert Seating



Band Size: 3" x 3/8"
Event Logo: 1" x 0.25"
Your Logo: 1.5" x 0.25"

Promotional/Media Value: \$9,600

Sponsorship Investment: \$6,500

(Note: 50% due at time of signing to secure sponsorship)

Acceptance

Date: _____

Signature: _____

Print Name: _____

Company: _____

Email: _____

Phone: _____

Exhibit Area to showcase: _____

Renda: _____ Date: _____

Name: _____