



Partner Program

The **Motorcyclists Confederation of Canada** and its **Women Riders Council** are pleased to be launching the inaugural ***International Women Riders Congress and Festival***, August 11 to 15, 2010 – the first of its kind in Canada!

With an event theme of *One World, One Ride*, we will focus on common ground, raising awareness of and leveraging our strengths. Our mission will be to:

- Promote and celebrate the achievements of women riders from around the world
- Foster a sense of community and camaraderie
- Enhance rider safety through skills training, educational seminars
- Create an environment that welcomes new riders to the sport and encourages existing riders to grow their involvement

Set at Deerhurst Resort in Huntsville, the heart of Ontario's scenic cottage country and the gateway to Ontario/Canada's famous Algonquin Park, the area and the event will offer unforgettable riding opportunities for street riders, adventure tourers and off-road riders, alike.

The area is easily accessible from major cities like Toronto and Ottawa. The network of interprovincial highways provides easy access from Quebec in the east, US border states in the south and Manitoba and beyond in the west.

We expect a minimum of 500 delegates and industry experts to participate. Your message will make a meaningful and lasting impression on this group of influential riders. Our promotional activities will ensure that riders across Canada, including more than 70,000 MCC members, will know that your organization champions women riders.

Additionally, our international sister organizations in the US, Europe and Australia will be endorsing and promoting the event.

If there's an idea you have or would like to explore, we're willing to consider it! Our goal is to make this a positive, mutually beneficial experience for women riders from around the world and for your organization, as well.

The International Women Riders Congress and Festival is a production of the Motorcyclists Confederation of Canada. All rights reserved. Official contact shall be made through the MCC Office and its representatives via the contact information provided herein.

PRESENTING PARTNER

As the Presenting Partner – there shall be only one – you will have prominence in all event promotional and collateral materials, including language such as “[Partner Name] presents the Inaugural MCC International Women Riders Congress and Festival” or “The Inaugural MCC International Women Riders Congress and Festival, presented by [Partner Name]”.

The cost to participate as a **Presenting Partner** is \$25,000

The value of this commitment is more than \$41,000

- Corporate Name and Logo on MCC-IWCF delegate badges
- Corporate sponsorship recognition at the Closing Ceremonies with opportunity to address all banquet attendees
- Display space for demo display (not to exceed 100'X65')
- Corporate logo on take home bag
- Display Security 5:00 p.m. to 7:00 a.m.
- Award plaque – honouring your organization as a Presenting Partner
- Trade Show Display Booth – (4) 10X10 spots; equivalent 400 sq. ft.
- 4 outfits in Fashion Show
- Outside back cover ad in Final Program
- 8 Banners 4 x 8 displayed on site
- 8 Passes for the Opening Night BBQ
- 8 Passes for the Closing Banquet
- Corporate logo on the MCC Congress & Festival web page as a Presenting Partner
- Corporate promotional material and/or product in the take-home bag
- Corporate banner in main conference room
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Presenting Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Presenting Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page of *Inside Motorcycles* as a Presenting Partner
- Acknowledgement as a Presenting Partner in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Presenting Partner will provide:

- \$25,000; 50% on signing; balance due April 1, 2010
- Demo display and team to successfully run demonstration rides
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication
- Interview with corporate representative for MCC web content

The cost to participate as a **Platinum Partner** is \$15,000
The value of this commitment is more than \$30,000

- Display space for demo display (not to exceed 100'X65')
- Display Security 5:00 p.m. to 7:00 a.m.
- Award plaque – honouring your organization as a Platinum Partner
- Trade Show Display Booth – (3) 10X10 spots; equivalent 300 sq. ft.
- 3 outfits in Fashion Show
- Full-page ad in Final Program
- 6 Banners 4 x 8 displayed on site
- 6 Passes for the Opening Night BBQ
- 6 Passes for the Closing Banquet
- Corporate logo on the MCC Congress & Festival web page as a Platinum Partner
- Corporate promotional material and/or product in the take-home bag
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Platinum Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Platinum Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page in *Inside Motorcycles* as a Platinum Partner
- Acknowledgement in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Platinum Partner will provide:

- \$15,000; 50% on signing; balance due April 1, 2010
- Demo display and team to successfully run demonstration rides
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication
- Interview with corporate representative for MCC web content

The cost to participate as a **Gold Partner** is \$10,000
The value of this commitment is more than \$17,000

- Award plaque – honouring your organization as a Gold Partner
- Trade Show Display Booth – (2) 10X10 spots; equivalent 200 sq. ft.
- 2 outfits in Fashion Show
- ½ page ad in Final Program
- 4 Banners 4 x 8 displayed on site
- 4 Passes for the Opening Night BBQ
- 4 Passes for the Closing Banquet
- Corporate logo on the MCC Congress & Festival web page as a Gold Partner
- Corporate promotional material and/or product in the take-home bag
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Gold Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Gold Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page of *Inside Motorcycles* as a Gold Partner
- Acknowledgement in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Gold Partner will provide:

- \$10,000; 50% on signing; balance due April 1, 2010
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication
- Interview with corporate representative for MCC web content

The cost to participate as a **Silver Partner** is \$5,000
The value of this commitment is more than \$7,500

- Award plaque – honouring your organization as a Silver Partner
- Trade Show Display Booth – (1) 10X10 spot; equivalent 100 sq. ft.
- 1 outfit in Fashion Show
- ¼ page ad in Final Program
- 2 Banners 4 x 8 displayed on site
- 2 Passes for the Opening Night BBQ
- 2 Passes for the Closing Banquet
- Corporate logo on the MCC Congress & Festival web page as a Silver Partner
- Corporate promotional material and/or product in the take-home bag
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Silver Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Silver Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page of *Inside Motorcycles* as a Silver Partner
- Acknowledgement in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Silver Partner will provide:

- \$5,000; 50% on signing; balance due April 1, 2010
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication

The cost to participate as a **Bronze Partner** is \$1,000
The value of this commitment is more than \$2,500

- Award plaque – honouring your organization as a Bronze Partner
- ¼ page ad in Final Program
- Corporate logo on the MCC Congress & Festival web page as a Bronze Partner
- Corporate promotional material and/or product in the take-home bag
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Bronze Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Bronze Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page of *Inside Motorcycles* as a Bronze Partner
- Acknowledgement in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Bronze Partner will provide:

- \$1,000; 50% on signing; balance due April 1, 2010
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication

The cost to participate as a **Demo Partner** is \$3,000
The value of this commitment is more than \$6,500

- Award plaque – honouring your organization as a Demo Partner
- Display space for demo display (not to exceed 100'X65')
- Display Security 5:00 p.m. to 7:00 a.m.
- Corporate logo on the MCC Congress & Festival web page as a Demo Partner
- Corporate promotional material and/or product in the take-home bag
- Inclusion in all IWCF Media Releases
- T-shirt logo
- On-site sign recognition as a Demo Partner
- Prominent MCC website postings, including the Home Page and Women Riders Council page, recognizing your organization as a Demo Partner and providing a hotlink to your website
- Acknowledgement within the MCC news page of *Inside Motorcycles* as a Demo Partner
- Acknowledgement in trade publications
- IWCF Post Conference Survey Results
- Partner recognition on MCC's event DVD

Demo Partner will provide:

- \$3,000; 50% on signing; balance due April 1, 2010
- Demo display and team to successfully run demonstration rides
- Minimum \$2 million commercial liability insurance coverage and certificates
- Logo artwork files, banners, and any other branding items to be displayed
- Event participation announcement and event listing on company website
- Information and promotion through dealer network
- Promotional materials available at all major events (materials provided by MCC)
- Information and promotion through corporate clubs or corporately sponsored consumer organization or publication

Additionally, we are seeking sponsors for specific events or components of events taking place during the Congress and Festival. These include:

- President's and Media Reception
- Networking sessions for existing women's riding groups
- Fashion Show
- Skills training
- Workshops and seminars
- Opening Night BBQ
- Closing Ceremonies Banquet
- Entertainment

We'd be pleased to discuss the details with you!

Summary:

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BENEFITS	PRESENTING \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$1,000	DEMO \$3,000
Corporate name on delegate badges	X	-	-	-	-	-
Closing Ceremonies Address	X	-	-	-	-	-
Demo display	X	X	-	-	-	X
Logo on take-home bag	X	-	-	-	-	-
Demo display security	X	-	-	-	-	X
Partner plaque	X	X	X	X	X	X
Exhibit space	400 sf	300 sf	200 sf	100 sf	-	-
Fashion show participation	4 outfits	3 outfits	2 outfits	1 outfit	-	-
Final Program	OBC	Full page	1/2 page	1/4 page	1/4 page	-
Display Banners	8	6	4	2	-	-
Opening Night BBQ Tickets	8	6	4	2	-	-
Closing Ceremonies Banquet tickets	8	6	4	2	-	-
Logo on IWCF webpage	X	X	X	X	X	X
Take-home bag promo material	X	X	X	X	X	X
Banner in main conference area	X	-	-	-	-	-
Inclusion in all IWCF media releases	X	X	X	X	X	X
t-shirt logo	X	X	X	X	X	X
On-site recognition	X	X	X	X	X	X
Logo on MCC homepage and WRC page plus hotlink to corp website	X	X	X	X	X	X
Newspage acknowledgement	X	X	X	X	X	X
Trade publication acknowledgement	X	X	X	X	X	X
Post-conference survey results	X	X	X	X	X	X
Recognition on event DVD	X	X	X	X	X	X

Contact:

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