

Lace, Grace **& GEARS**

OFFICIAL SPONSORSHIP INFORMATION

**The Lace, Grace and Gears Rally®
is presented by
Sisterhood of the Asphalt Ribbon, LLC.
6315-B, FM1488 Rd. #110
Magnolia, TX 77354**

936-242-1752

**layne@lacegracegears.com
www.LaceGraceGears.com**

Lace, Grace & GEARS

The first Lace, Grace and Gears® rally will be held in Beaumont, TX from September 30 – October 2, 2016. Interest from women motorcycle riders – whether they ride front or back – has been tremendous and we are confident that we can achieve our goals for this event:

- Set a world record for the largest number of women riders in one location (up to 5,000)
- Celebrate a unique sisterhood of women riders
- Benefit Fisher House, a national nonprofit organization that provides military families housing close to a loved one during hospitalization for an illness, disease or injury. Fisher House is a network of comfort homes where military and veteran's families can stay at no cost while a loved one is receiving treatment. These homes are located at major military and VA medical centers nationwide, close to the medical center or hospital they serve.

LGG® will combine the best in local live music entertainment, specialized vendors, and all things motorcycle. Since this is the first year, our goal is to attract up to 5,000 women riders and hundreds of women who ride with significant others.

A highlight this year will be our record-setting women rider parade: a sea of steel and the rumbling of motorcycles pounding the pavement to set a world record for the most women riders in one location. Our record will be validated through RecordSetters in New York.

The Monetary Value of a Woman Rider Having a Positive Experience with your Brand

There are several levels of sponsorship available with an appropriate return promotion for your brand. Embrace this opportunity to reach a unique and rapidly growing demographic of the motorcycling industry. A host of marketing options are available to maximize your company's visibility during the rally including:

Rally Guide: The Lace, Grace and Gears® rally guide serves as the official program for the rally and is distributed to all attendees upon arrival to the event. This guide serves as the sole source of information for LGG events throughout the four-day period.

Website/FB: The LGG® official website is www.LaceGraceGears.com. Our FB page was launched at the end of November 2015 and already has more than 6,000 members!

On-site banners: Banner opportunities are located in the main registration, exhibition hall, arena, and on site beer garden — all key areas guaranteed to gain maximum visibility.

Guarantees: The organizers of the LGG rally do not promise or guarantee attendance numbers. Our estimates are based on rider feedback and our rally goals.

For more information on how to get involved, or to customize your sponsorship package, contact us at layne@LaceGraceGears.com or tel. 936-242-1752.

LACE, GRACE AND GEARS RALLY® RALLY SPONSORSHIP FORM

Sponsoring Business	
Contact Person	
Phone Number	
E-mail Address	
Mailing Address	
Facebook	
Twitter	
Instagram	

Sponsorship Level: _____

Event(s) Sponsored: _____

Sponsorship checks may be mailed to:

LGG Sponsorship

6315-B FM1488 Rd. #110

Magnolia, TX 77354

Please check appropriate spaces below:

- ☐ Banner provided by (date): _____
- ☐ Booth space size: _____
- ☐ SWAG giveaway during breaks

Additional needs (if any):

**IF YOUR BUSINESS OR YOUR CUSTOMERS ARE
LOCATED WITHIN THE CIRCLE BELOW,
THE LACE, GRACE AND GEARS® RALLY IS
WITHIN A ONE DAY
RIDE FROM YOUR SPONSORSHIP!**



PLATINUM SPONSORSHIP OPPORTUNITY \$15,000

KEY OPPORTUNITY

The Platinum sponsorship comprises the most prestigious promotional elements of the LGG rally and will receive the highest level of visibility, service and support from the rally management team.

As a Platinum Sponsor you will have the distinction of showcasing your name and logo at all high traffic areas and your name will be mentioned in all media promotions.

Your company will receive unsurpassed recognition by our attendees as a Platinum level sponsor, with continuous brand exposure during the rally and beyond.

This level comprises the most prestigious promotional elements of the Lace, Grace and Gears Rally. Platinum sponsors receive unsurpassed visibility, exposure and recognition through the following:

WEBSITE/FACEBOOK

- Sponsor name and logo appear on all LGG advertising
- Banner ad on multiple pages of the LGG website with link to sponsor website
- Showcased on LGG website sponsor page
- Promotions on LGG social media pages: Facebook, Twitter, and Instagram.

EXPOSURE DURING RALLY

- Premium vendor space in exhibit hall
- Banners displayed in highest traffic and specially areas, such as main gate, facility entrance, beer garden, etc.
- Sponsor business logo on schedule of events placards on tables during rally
- Naming rights for two (2) available 2016 events
- Recognition/promotion from main events during peak admission hours, key drawings and during two sponsored events

ADVERTISING

- Inclusion in all official LGG print media such as posters/flyers/ads
- Promotion at all events attended in or out of area by rally staff
- Mention in radio promotions

PROMOTION

- Inclusion of sponsor SWAG in registration bags
- Included in post rally write-ups

GOLD SPONSORSHIP OPPORTUNITY \$10,000

KEY OPPORTUNITY

As a Gold Sponsor, you will receive the distinction of supporting two major rally events, which will be the most attended events at the Rally.

Receive recognition by our attendees as a Gold level sponsor, with continuous brand exposure during the rally and beyond.

Gold sponsors receive distinction through association with highly attended events at the rally. Sponsors are recognized as major supporters of the rally while showcasing their brand.

WEBSITE/FACEBOOK

- Banner ad on LGG website with link to sponsor website
- Showcased on LGG website sponsor page
- Promotions on LGG social media sites: Facebook, Twitter, and Instagram.

EXPOSURE DURING RALLY

- Vendor space in exhibition hall
- Banners displayed in high traffic and specialty areas, such as registration lobby and beer garden
- Naming rights for one available 2016 event
- Recognition/promotion during peak event hours and during one sponsored event
- Named as a gold sponsor of the 2016 LGG® rally

ADVERTISING

- Inclusion in official LGG® advertising media such as posters/flyers/ads
- Promotion at all events in our out of area by rally staff
- 50% discount on rally guide advertising

PROMOTION

- Inclusion of sponsor SWAG in registration bags
- Included in post rally write-ups

SILVER SPONSORSHIP OPPORTUNITY \$5,000

KEY OPPORTUNITY

As a Silver Sponsor you will share the distinction of showcasing your brand as a major supporter of the rally and one activity.

Receive recognition by our attendees as a Silver level sponsor, with continuous brand exposure during the rally and beyond.

Silver sponsors receive distinction through association with sponsored events at rally. Sponsors are recognized as supporters of LGG® while showcasing their brand during sponsored events!

WEBSITE/FACEBOOK

- Button ad on LGG website with link to sponsor website
- Showcased on LGG website sponsor page
- Promotions on LGG social media pages: Facebook, Instagram, and Twitter.

EXPOSURE DURING RALLY

- Vendor space in exhibition hall
- Banners displayed in registration lobby
- Naming rights for one available 2016 event
- Recognition/promotion during peak event hours and during one sponsored event

ADVERTISING

- Promotion at all events in our out of area by rally staff
- 30% discount on rally guide advertising

PROMOTION

- Five weekend passes for 2016 LGG® rally (sponsor may raffle, sell, give away, or use themselves).

BRONZE SPONSORSHIP OPPORTUNITY \$1,000

KEY OPPORTUNITY

Online visibility acknowledgment of your company's sponsorship, with your ad and a link to your website, will be displayed on the official LGG website.

Also, your logo with link will be on the website sponsor page.

Bronze sponsors receive distinction through association with sponsored events at rally. Sponsors are recognized as supporters of LGG® while showcasing their brand during sponsored events!

WEBSITE/FACEBOOK

- Button ad on LGG® website with link to sponsor website
- Showcased on LGG® website sponsor page

EXPOSURE DURING RALLY

- Banners displayed in registration lobby
- Recognition/promotion during peak admission hours and during one sponsored event

ADVERTISING

- 20% discount on rally guide advertising

PROMOTION

- Five weekend passes for 2016 LGG® rally (sponsor may raffle, sell, give away, or use themselves).

FACT SHEET : Women Riders

WHO ARE TODAY'S WOMEN RIDERS...

In the past decade, there has been phenomenal growth of women riders in the U.S. market and Lace, Grace & Gears motorcycle rally was founded on the mission of bringing as many of these women riders together as possible for one action-packed extended weekend of camaraderie fellowship.

5,000⁺

TARGET NUMBER OF WOMEN RIDERS
TO ATTEND LACE, GRACE & GEARS



MEDIAN AGE OF WOMEN RIDERS
39

MEDIAN AGE OF MALE RIDERS
48

By the #'s

60%

OF WOMEN TAKE THE
MOTORCYCLE SAFETY COURSE

42%

OF MEN TAKE THE
MOTORCYCLE SAFETY COURSE

34%

OF WOMEN RIDERS CHOOSE *CRUISERS*

33%

OF WOMEN RIDERS CHOOSE *SCOOTERS*

10%

OF WOMEN RIDERS CHOOSE *SPORT BIKES*



ACCORDING TO A MOTORCYCLE
INDUSTRY COUNCIL REPORT IN
2015, WOMEN RIDERS ARE THE
FASTEST GROWING SEGMENT OF
THE MOTORCYCLE INDUSTRY.



1.2⁺ MILLION

WOMEN MOTORCYCLE
RIDERS IN THE U.S.A.

Lace, Grace & Gears

Proudly Benefitting
Fisher House



SEPT. 30 - OCT. 2

Ford Park Beaumont, TX

Registration: \$40/Rider
(includes t-shirt, pin, & patch)

5,000 SASSY WOMEN — setting a new — WORLD RECORD!

Proudly Presented By



- Record-Breaking Women's Motorcycle Parade
- "Ladies in Lace & Gentlemen in Black" Texas Wine/Beer Tasting Event — *With a Twist*
- Motorcycle Parade of Lights
- Silent Auction
- Bike Bling Competition
- Daily Rides & Activities
- Vendors & Music

All riders welcome, but only women riders counted in record-breaking event.

WWW.LACEGRACEGEARS.COM



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Proudly supported by:

Cowboy
POWERSPORTS

Cowboy
HARLEY-DAVIDSON
OF BEAUMONT



Proudly Benefitting
Fisher House

