

PROGRESSIVE[®]

 **IKMS**
OUTDOORS

2022 SPONSORSHIP OPPORTUNITIES



Align your brand with Progressive IMS Outdoors' immersive powersports experience to reach riders and prospective riders of all ages that have a passion for riding, or wish to learn, and outdoor adventure. The IMS attendees are affluent, engaged and influenced by the brands they interact with. Tap into this audience through a variety of sponsorship opportunities that will put your brand front-and-center while attendees shop, demo, learn and explore at Progressive IMS Outdoors.

Customized sponsorships are also available. Contact your sales representative to discuss an opportunity that fits your needs.

#RidersUnite

The IMS Reach

2021 ATTENDANCE
142,616

EMAIL

 **156,440**

NATIONAL EMAIL
SUBSCRIBERS (ENGAGED)
SUBSCRIBERS PER EVENT: 30,000 AVG.

SOCIAL MEDIA

 **39,000**
INSTAGRAM
FOLLOWERS

 **569,514**
FACEBOOK
FOLLOWERS

 **50,393**
TWITTER
FOLLOWERS

ENGAGEMENT RATE: 3.6% AVG. POST IMPRESSIONS: 8,000 AVG.

WEBSITE

4,000 MUV
CONTINUETHERIDE.COM

50,000 MUV
MOTORCYCLESHOWS.COM

MEDIA COVERAGE IN 2021:

300 PIECES OF COVERAGE
459 MILLION POTENTIAL IMPRESSIONS

144 PRESS IN ATTENDANCE

PRINT & DIGITAL MEDIA

688,000 COMBINED PRINT CIRCULATION

19 MILLION COMBINED DIGITAL MUV

DIGITAL ADVERTISING:

SEARCH / SOCIAL / RETARGETING

more than
30 MILLION IMPRESSIONS

WHO ARE THEY:

95% ARE RIDERS OR PROSPECTIVE RIDERS


24% ARE NEW RIDERS (5 YEARS OR LESS OF RIDING EXPERIENCE)




50 IS THE MEDIAN AGE — WITH
37% ARE UNDER 35

\$93,005 IS THE MEDIAN HHI

76% MALE / **22%** FEMALE

WHAT THEY RIDE:

 CRUISER: **37%**
 SPORTBIKE: **32%**
 TOURING: **34%**

 ADVENTURE/DUAL-SPORT: **32%**
 OFFROAD: **15%**
 ATV: **13%**

 SCOOTER: **6%**
 TRADITIONAL: **17%**

E-Ticket Sponsor

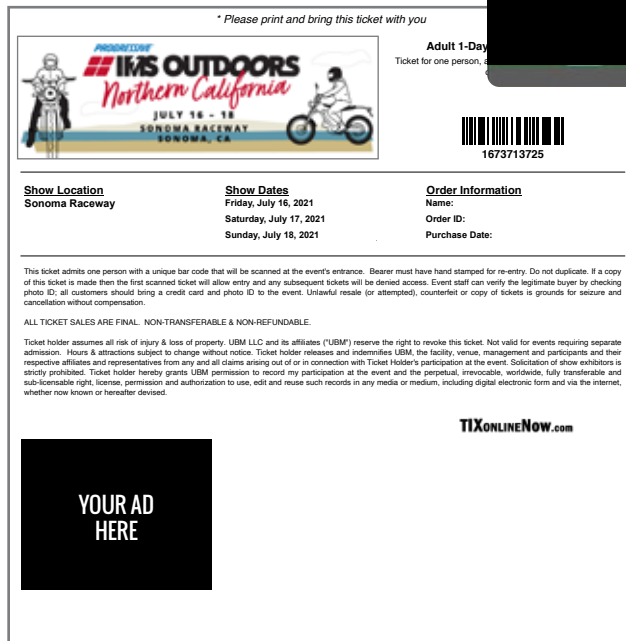
Sixty-five percent of attendees purchase their tickets online, providing them a digital ticket via email that they can print or show via smart phone. Put your brand's message or offer in front of attendees on their e-ticket; something they see weeks in advance and again on the day of the event.

SPONSORSHIP INCLUDES:

300 x 250 Ad on PDF ticket
250 x 250 Ad on smart phone ticket

PRICE:

\$10,000 tourwide
\$1,500 per event



Wristband Sponsor - TOURWIDE ONLY

All IMS attendees will receive a wristband upon entry and be asked to wear it as proof of ticket purchase. Your logo or message will be printed on all wristbands, staying with attendees throughout their IMS experience.

SPONSORSHIP INCLUDES:

Sponsor logo on wristband

PRICE:

\$12,500



Food & Beer Garden Sponsorship – **TOURWIDE ONLY**

Put your brand in front of attendees when they need a break from all the fun and games at IMS. This your chance to get their attention when not engaging with other brands and product.

SPONSORSHIP INCLUDES:

- › Production, transportation and placement of 4 branded umbrellas at tables
- › Print, install and dismantle of table decals with QR codes to engage attendees
- › Print, transportation, install and dismantle of 4 branded banners surrounding the garden
- › Logo placement on Brands/Sponsor section of www.motorcycleshow.com
- › Opportunity to provide other assets for the space, such as inflatable furniture, lawn games and hand-outs – added transportation and labor charges may apply

PRICE: \$10,000 (\$1,250 per event)

Roaming Brand Ambassadors

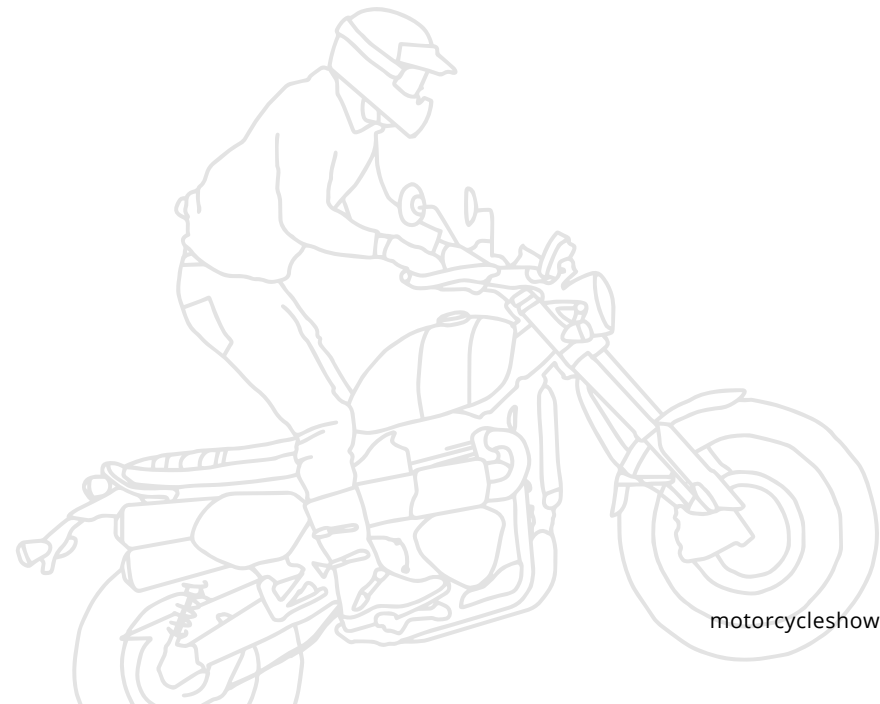
Want to interact with IMS attendees throughout the event? Send your brand ambassadors to walk through IMS – handing out swag or product, engaging with powersports enthusiasts and capturing it all for social content. The sponsorship is available to contracted exhibitors and non-endemic brands only.

SPONSORSHIP INCLUDES:

- › Entrance to event for ambassadors

All hand-outs must be pre-approved by IMS and Brand Ambassadors must be dressed appropriately for family event.

PRICE: Starting at \$1,500 per event



Large-Scale Branding

Create a can't miss brand statement at IMS and on social media with the placement of a branded inflatable or other large-scale display to create photo opportunities for attendees.

SPONSORSHIP INCLUDES:

- › Space, install and dismantle of display

PRICE: Starting at **\$2,000** per event



Hanging Banner

Select venues on the IMS tour offer prime banner placement to generate awareness for your brand at the event and drive attendees to your booth.

SOUTHERN CALIFORNIA

- › Promenade Hanging banner (30' x 7')

PRICE: **\$1,000**





Swag Wagon - **TOURWIDE ONLY**

Everyone loves some free swag! Reach IMS attendees throughout each event aboard the swag wagon. A Swag Wagon host will ride around IMS each day on an electric bike with attached side car or wagon full of swag to engage with attendees, play games, make announcements and provide event information.

SPONSORSHIP INCLUDES:

- › Logo/messaging included on Swag Wagon wrap or decals (co-branded with IMS)
- › Logo included on Host's attire (co-branded with IMS)
- › Sponsor's promotions, sweepstakes, etc. included in the Swag Wagon programming (in addition to some IMS swag and event info/announcements)
- › Transportation of (1) 4' x 4' pallet of sponsor swag to be given away from the Swag Wagon

PRICE: \$43,500

Digital Sponsorships

Reach the IMS audience before and after the event through sponsored digital content and ads.

Emails

IMS deploys 8-10 emails per event and a national email monthly to IMS subscribers.

PRICE:

BANNER AD – \$300

600px x 150px image + link

SPONSORED EMAIL – \$1,500

“Sponsored by” indication at top of newsletter with logo and 600px x 150px banner ad with link

Sponsored Blog Post

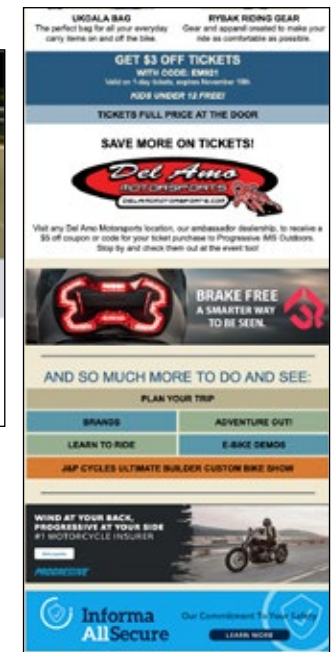
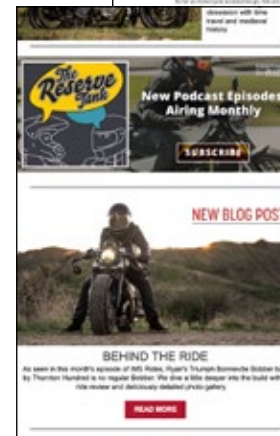
Blog post on IMS’ content site, continuetheride.com, featuring sponsor’s product or service with links. Promoted via an IMS social post and email ad.

PRICE: \$1,500

Sponsored Social Post

Dedicated social post shared across Instagram, Twitter and Facebook with boosting

PRICE: \$750



Attractions Sponsorships

Adventure OUT!

Product Sponsor

Put your brand's products in the center of Adventure Out!, where thousands of 2 and 4 wheel adventure seekers congregate at IMS Outdoors to explore products and listen to prominent industry personalities share their stories and lessons.

PRODUCT CATEGORIES:

Camping Equipment — *tourwide only*
(tents, chairs, accessories, etc.)

Gear — *tourwide only*

Travel — *tourwide only*

Motorcycles

RV/Trailers



SPONSORSHIP INCLUDES:

- › Up to 1.5 hours install & dismantle labor for product and signage in Adventure Out!
- › Up to 50 sq. ft. of space in Adventure Out!
- › Transportation of (1) 4' x 4' pallet or crate
- › Access to host in Adventure Out! to introduce attendees to product displays and distribute any sponsor hand outs
- › 1-5 minute video for TV space – *plays when no speaker on stage*
- › Logo integration and link on Adventure Out! webpage
- › Inclusion in 1 email per event, promoting Adventure Out!
- › 1 dedicated social post

PRICE BY CATEGORY:

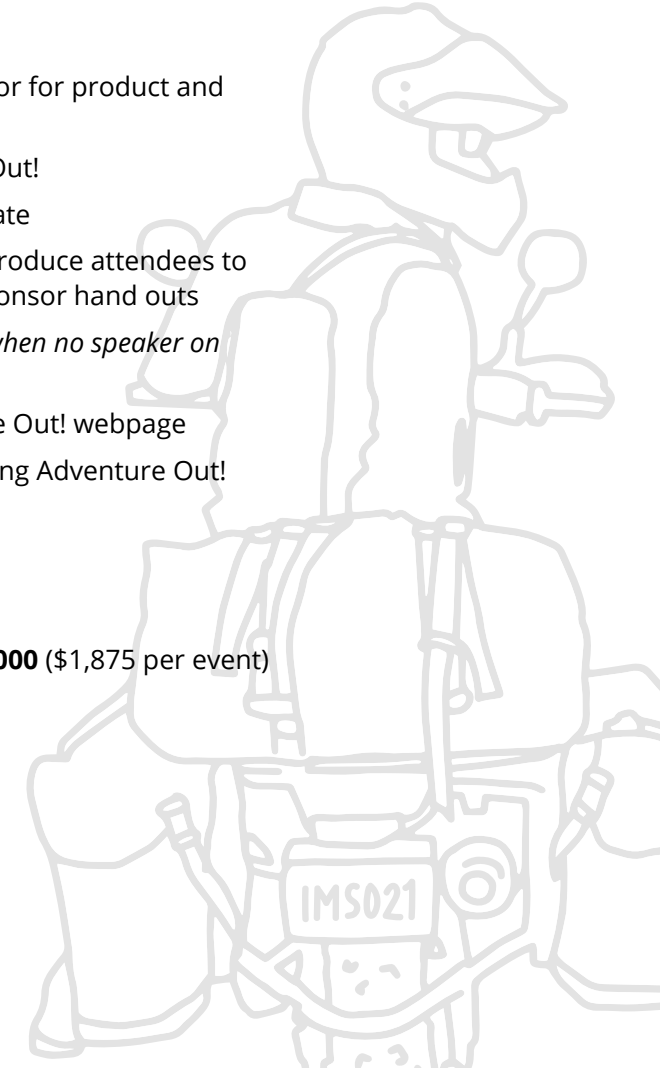
Camping Equipment / Gear / Travel: **\$15,000** (\$1,875 per event)

Motorcycles / RV/Trailers: based on size

MARKETING ADDED VALUE =

700,000 potential impressions

[Click to
View Display Guidelines](#)



Attractions Sponsorships

Adventure OUT!

presenting Sponsor – **TOURWIDE ONLY**

Be a part of IMS attendees' search for adventure as presenting sponsor of the Adventure Out! attraction, a space for 2 and 4-wheel adventure seekers to prepare for their next trek or tour. Associated brands surround a campsite atmosphere used for socializing and listening to prominent industry speakers share their tips and lessons about related topics, such as getting into adventure riding, taking an international tour, combining the riding and RVing lifestyles, riding techniques and more.



SPONSORSHIP INCLUDES:

- › Sponsor identified as the presenting sponsor of Adventure Out! in all general advertising, marketing, and promotional materials, including but not limited to:
 - Logo inclusion in print ads
 - Inclusion in (1) email per IMS event, promoting Adventure Out!
 - Mention in social media ads promoting Adventure Out!
 - Mention in all Adventure Out! social posts
 - Logo inclusion on motorcycleshows.com brands/sponsor section and Adventure Out! page
 - Inclusion in media days (2-3 across the tour)
 - Inclusion in press release about IMS attractions
 - Inclusion on Adventure Out! banners and signs
 - 1 – 5 minute video for TV in space - plays when no speaker on stage
- › Opportunity for activation space in conjunction with the attraction. Size of space and price to be mutually agreed upon.
- › Complimentary IMS tickets across tour

MARKETING ADDED VALUE =

120 MILLION impressions

PRICE: \$50,000

Attractions Sponsorships



presenting Sponsor- **TOURWIDE ONLY**

Affiliate your brand with this top-rated, high-traffic attraction and the best in vintage motorcycles from across the country. IMS Vintage partners with vintage motorcycle clubs and collectors to showcase vehicles from many decades, manufacturers and origins — all with their own unique story.



SPONSORSHIP INCLUDES:

- › Sponsor identified as the presenting sponsor of IMS Vintage in all general advertising, marketing and promotional materials, including but not limited to:
 - Logo inclusion in print ads
 - Inclusion in (1) email per IMS event, promoting IMS Vintage
 - Mention in social media ads promoting IMS Vintage
 - Mention in all IMS Vintage social posts
 - Logo inclusion on motorcycleshow.com brands/sponsor section and IMS Vintage page
 - Inclusion in media days (2-3 across the tour)
 - Inclusion in press release about IMS attractions
 - Inclusion on IMS Vintage drop cloths and signage
 - Opportunity to sponsor attendee-voted awards
- › Opportunity for activation space in conjunction with the attraction. Size of space and price to be mutually agreed upon.
- › Complimentary IMS tickets across tour

MARKETING ADDED VALUE =
120 MILLION impressions

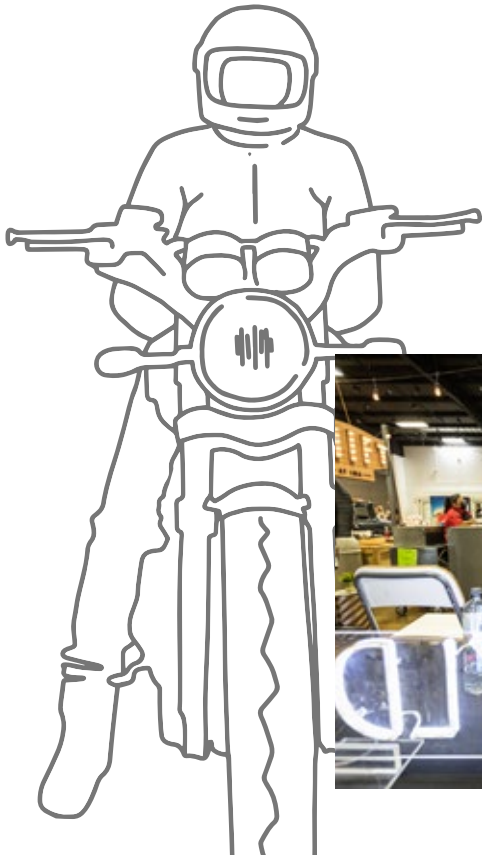
PRICE: \$35,000

Attractions Sponsorships



Lounge presenting Sponsor – **TOURWIDE ONLY**

Kick back with some of the hottest artists and brands in motorcycling and introduce your brand to young and emerging riders while they socialize in the lounge, grab a beverage and explore the space. Sponsors can activate in the space, sell or sample product, or simply be the presenting sponsor.



SPONSORSHIP INCLUDES:

- › Sponsor identified as the presenting sponsor of the Shift Lounge in all general advertising, marketing and promotional materials, including but not limited to:
 - Logo inclusion in print ads
 - Inclusion in (1) email per IMS event, promoting the Shift Lounge
 - Mention in social media ads promoting the Shift Lounge
 - Mention in all Shift Lounge social posts
 - Logo inclusion on motorcycleshow.com brands/sponsor section and Shift Lounge page
 - Inclusion in media days (2-3 across the tour)
 - Inclusion in press release about IMS attractions
 - Inclusion on Shift Lounge signage
- › Opportunity for activation space in conjunction with the attraction. Size of space and price to be mutually agreed upon.
- › Complimentary IMS tickets across tour

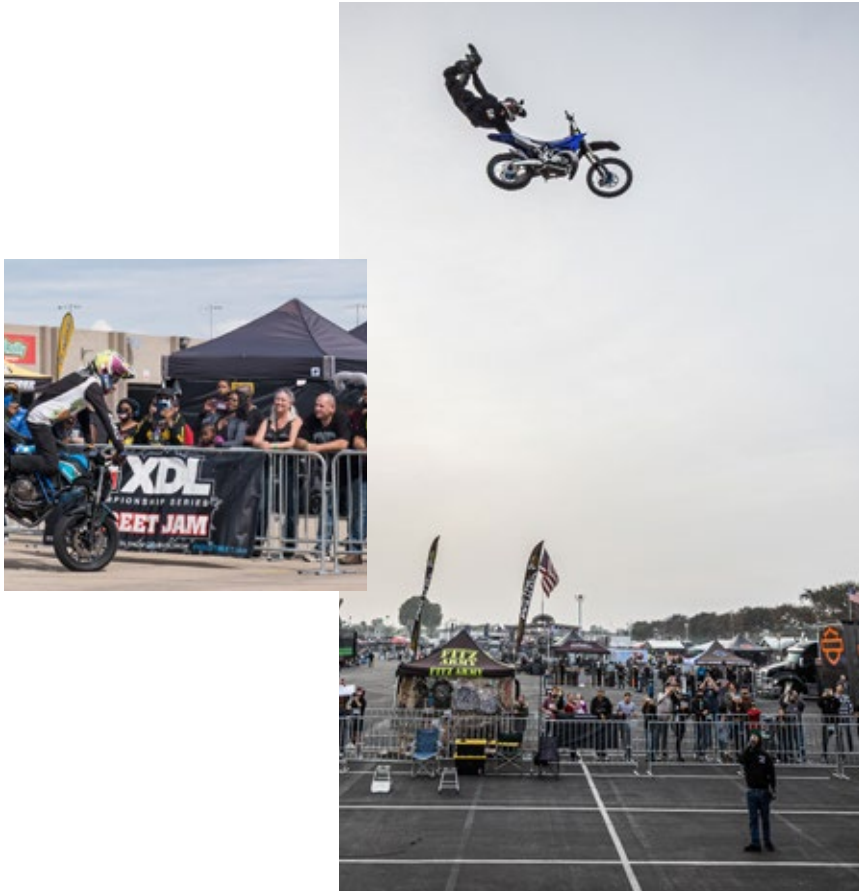
MARKETING ADDED VALUE =
120 MILLION impressions

PRICE: \$35,000

Attractions Sponsorships

Stunt Show presenting Sponsor – **TOURWIDE ONLY**

Action packed stunt shows will take place 2-4 times daily at IMS, drawing crowds to witness the incredible stunts possible on two wheels. Put your brand in front of the crowds and their social followers through signage, announcements, and pre-event promotions.



SPONSORSHIP INCLUDES:

- › Sponsor identified as the presenting sponsor of the Stunt Show in all general advertising, marketing and promotional materials, including but not limited to:
 - Logo inclusion in print ads
 - Inclusion in (1) email per IMS event, promoting the Stunt Show
 - Mention in social media ads promoting the Stunt Show
 - Mention in all Stunt Show social posts
 - Logo inclusion on motorcycleshow.com brands/sponsor section and Stunt Show page
 - Inclusion in media days (2-3 across the tour)
 - Inclusion in press release about IMS attractions
 - Inclusion on Stunt Show signage – barricade banners, inflatable entry arch, directional and more
- › Opportunity for activation space in conjunction with the attraction. Size of space and price to be mutually agreed upon.
- › Opportunity to have product swag handed out to the crowd
- › Announcements by Stunt Show Emcee
- › Complimentary IMS tickets across tour

MARKETING ADDED VALUE =

120 MILLION impressions

PRICE: \$50,000

Pricing Summary

SPONSORSHIP	PRICE	AVAILABILITY	DEADLINE
E-Tickets	\$1,500 per event / \$10,000 tourwide	All Events	NA
Wristbands	\$12,500 tourwide	Tourwide Only	April 15th
Food & Beer Garden	\$10,000	Tourwide Only	April 15th
Roaming Brand Ambassadors	starting at \$1,500 per event	All Events	4 weeks prior to event
Large Scale Branding	starting at \$2,000 per event	All Events	4 weeks prior to event
Hanging Banner - SoCal Promenade (30' x 7')	\$1,000	Southern California	4 weeks prior to event
Swag Wagon	\$43,500	Tourwide Only	April 15th
Email Banner Ad	\$300	All Events	NA
Sponsored Email	\$1,500	All Events	NA
Sponsored Blog Post	\$1,500	All Events	NA
Sponsored Social Post	\$750	All Events	NA
Adv Out! Product Sponsor- Camping Equip.	\$15,000	Tourwide Only	April 15th
Adv Out! Product Sponsor- Gear	\$15,000	Tourwide Only	April 15th
Adv Out! Product Sponsor- Travel	\$15,000	Tourwide Only	April 15th
Adv Out! Product Sponsor- Motorcycle	based on size	All Events	4 weeks prior to event
Adv Out! Product Sponsor- RV/Trailer	based on size	All Events	4 weeks prior to event
Adventure Out! presenting sponsor	\$50,000	Tourwide Only	April 15th
IMS Vintage presenting sponsor	\$35,000	Tourwide Only	April 15th
Shift Lounge presenting sponsor	\$35,000	Tourwide Only	April 15th
Stunt Show presenting sponsor	\$50,000	Tourwide Only	April 15th



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