



Hernando County Bike Fest, Inc.
5344 White Road,
Brooksville, FL
34602
727-422-3360

Info@HernandoCountyBikeFest.org
www.HernandoCountyBikeFest.org

Satellite Venue Registration:

The Hernando County Bike Fest, March 18-20, 2022, will attract tens of thousands of motorcyclists and non-riders alike to venues throughout Hernando and Citrus Counties. Participating in the Hernando County Bike Fest as a satellite venue will attract thousands of visitors to your location not only during the three-day bike fest, but throughout the year. This is your opportunity to market your venue to hundreds of thousands of motorcycle enthusiasts, live music appreciators and audiences throughout Florida and across the country.

Satellite Venue Benefits:

- Your entertainment schedule listed on all print/digital media.
- A page on the Hernando County Bike Fest web site dedicated to your venue.
- Your entertainment schedule listed on the Event Directory and venue schedule.
- Your venue listed as a destination on our "Local Rides" directory.
- Retain all proceeds from door entry (if applicable), food and beverage.
- Vendor management through the Hernando County Bike Fest, Inc.
- Event co-hosting. Your social media page and our "co-hosting" will ensure the greatest visibility on social media.

Entertainment schedules must be submitted to the Hernando County Bike Fest, Inc. as soon as possible to ensure updating on all media and advertising.

The Hernando County Bike Fest, Inc. will manage ALL vendor placements at your venue to increase patronage and minimize impact on your staff. Vendor fees are retained by the Hernando County Bike Fest, Inc. to support advertising and associated costs. HCBF never charges vendor fees for a recognized 501c-3 non-profit. Venues are free to host additional non-profits at their discretion.

Satellite Venue Requirements:

- February, March collaborative marketing contribution of \$350 (due February 15 and March 1).
- Exact number of 10'x10' vendor spaces available (vendors other than non-profits will be contracted through HCBF, Inc.) with property sketch showing vendor area(s) and dimensions
- Entertainment schedule for March 18-20, 2022, with cover charge if applicable.
- High resolution venue logo.
- Signed Satellite Venue Registration Form and "Hold Harmless Agreement".



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Times Total Media Advertising –

Tampa Bay Times Print Advertising Schedule

- **Wed March 2** – (30,000) 8.5 x 11 insert in Tampa Bay Times, Pasco/Pinellas/Hillsborough. (deadline Feb 7)
- **Sunday March 6** – Full page/full color ad in Hernando/Citrus Marketlink (deadline March 1)
- **Sunday March 6** – 4 x 8.5 custom written article in Pasco. (deadline Feb 17)
- **Saturday March 12** – ½ page/full color in our E-edition. (deadline March 7)
- **Sunday March 13** – 2 x 5 full color Marketlink ad in ALL 5 counties (Citrus/Hernando/Pasco/Pinellas/Hillsborough) placed in our “out on the town” section. (deadline March 7)
- **Sunday March 13** and **Wednesday** TBT/Weekend Tab – Full color page in our annual Chasco Fiesta Special Section (2/10)
- **Wednesday March 16** – banner ad across the page/full color in our TBT/Weekend tab. Delivered to subscribers in ALL 5 counties PLUS free in select businesses and outside rack locations. (deadline March 9)

Tampa Bay Times Digital Advertising Schedule

- Display Ads on Tampabay.com – 100,000 ROS Impressions
- Reach our audience on Tampabay.com, which has over 5,783,056 monthly unique visitors.
- Addressable Geofencing Campaign – 540,000 Impressions
- A blended campaign that includes keyword search retargeting, Site Retargeting and geofencing tactics to put your message in front of households that fit your demographic (motorcycle owners & hobbyists) and other geographies with large motorcycle communities, like Daytona and Leesburg.
- Custom Native Content Campaign on Geotargeted or on Tampabay.com – (1 week) Campaign w/ 50,000 impressions targeting your local geography.
- One of the #1 digital tactics this year, will allow you to tell your story, relay what’s new and different with customized content.
- Facebook Ad Campaign – runs for 30 days
- We’ll create a social media campaign on Facebook putting your message in front of motorcycle enthusiasts and those searching for events like yours.
- Facebook Boosted Post via Times Total Media Facebook Page
- We’ll create a social media post on our Times Total Media Facebook page, then boost that post to not only get that in front of more of our fans, but to people aligning with your demographic (motorcycle enthusiasts).

Hits 106, 96.7 Fox Classic Hits, Citrus 95.3, Z103.3 –

- **Daily spots on all stations** – blocks of venue specific spots highlighting YOUR venue.



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Satellite Venue Registration Form

Company Information

Company _____

Address _____

City _____ State _____ Zip _____

Primary Contact:

Name (First, M.I., Last) _____

Title _____

Phone (____) _____ - _____ Email _____ @ _____

Alternate Contact

Name (First, M.I., Last) _____

Title _____

Phone (____) _____ - _____ Email _____ @ _____

Hold Harmless Agreement:

As legal representative of _____, we agree to participate in the 2022 Hernando County Bike Fest March 18-20, 2022 as a satellite venue and further acknowledge our participation is voluntary. We agree to hold harmless, the Hernando County Bike Fest, Inc. its sponsors, partners, and representatives in consideration of our participation. We further acknowledge we are obligated to contribute as agreed in consideration of our collaborative marketing agreement.

Authorized Representative Name: _____

Authorized Representative Signature: _____