



# HEROES BIKE GIVEAWAY

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## 1<sup>st</sup> Annual WARRIOR WHEELS-HEROES BIKE GIVEAWAY



Warrior Wheels Project has spent two years supporting our veterans, first responders and their families with the Birdwell Foundation for PTSD and giving back to those heroes with over 12 motorcycle's, cars and trucks donated. Now we embark on our 1<sup>st</sup> Annual Heroes Bike Giveaway. We have teamed up with CG Paint Worx, Ocala Car Audio & Warrior Line to create a nation-wide fundraising objective to benefit The Birdwell Foundation for PTSD, Warrior Wheels Foundation. We are customizing a Military Edition 2017 Harley Davidson Softail Slim (which was purchased for the project) and making visual and mechanical upgrades. We are documenting and promoting the build

process until completion of the Heroes Bike. When the motorcycle is complete, we will officially announce that the Heroes Bike will be the subject of our giveaway, and individuals will have a chance to win. The giveaway will be facilitated through Warrior Wheels Foundation. We will promote this giveaway with a series of promotional events (bike shows, car shows, along with other promotional and community events across Florida) to create attractive social media/Website content that will be posted throughout the project and after its completion. This will create maximum exposure of the project, Birdwell Foundation for PTSD, Warrior Wheels Foundation and all sponsors who are involved. A reveal event is planned and will be marketed which will result in the reveal of the completely custom Heroes Bike to the Winner, and a crowd of over 10000+ person event.



### **Sponsorship Packages**

Receipt from Birdwell Foundation for PTSD 501c Organization Provided Upon Donation.

**Heroes Bike Presenting Sponsor (\$5,000 Donation-1 Donor Maximum.)**

1. Event referred to as 1st Annual Warrior Wheels Hero Bike Giveaway presented by “Your Company”
2. First right of refusal for next year’s event
3. Opportunity to speak at the main event.
4. Inclusion in all marketing materials as presenting sponsor-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
5. Presenting sponsor banner on main stage of main giveaway event.
6. Inclusion in all social media marketing of promotion and event as presenting sponsor (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
7. Your company logo as presenting sponsor on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page” & hyper link to your company’s website
8. You and your company logo as presenting sponsor on Vehicle Trailer (full back door)1year.
9. (12 total)(6) Paid advertisement on all social media platforms of promotional video and (6)paid advertisements of your individual company sponsor promotion on(Birdwell Foundation, Warrior Wheels Foundation, Warrior Line social media platforms)
10. You and your company logo placement in professionally filmed video as presenting sponsor
11. Mentions in podcasts in collaboration with industry partners as presenting sponsor
12. Acknowledgment at all fundraising events as presenting sponsor
13. (10) Promotional shirts
14. (20) Tickets to win the Heroes Bike

**Heroes Escort Sponsor (\$2500 Donation-1 Donor Maximum.)**

1. Escort ride referred to as 1st Annual Warrior Wheels Ride For Warriors presented by “Your Company”
2. Inclusion in all marketing materials as escort sponsor-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
3. Escort sponsor banner at starting location for Ride for Warriors and main event giveaway “Ride for Warriors staging of area”, including the option for starting location to be at your company location
4. Inclusion in all social media marketing of promotion and event as escort sponsor (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.

5. Company logo as escort sponsor on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page” & hyper link to your company’s website
6. Your company logo placement exclusively on one side of Vehicle Trailer for 1year.
7. (10 total)(6) Paid advertisement on all social media platforms of promotional video and (4)paid advertisements of your individual company sponsor promotion on(Birdwell Foundation, Warrior Wheels Foundation, Warrior Line social media platforms)
8. Company logo placement in professionally filmed video as Escort Sponsor
9. Mentions in podcasts in collaboration with industry partners
10. Acknowledgment at all fundraising event.
11. (5) Promotional shirts
12. (10) Tickets to win the Heroes Bike

**Warrior Sponsor (\$1500 Donation-2 donor maximum)**

1. Inclusion in all marketing materials-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
2. Inclusion in all social media marketing of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
3. Company logo placement on Vehicle Trailer (1side)1year.
4. (8 total)(6) Paid advertisement on all social media platforms of promotional video and (2) paid advertisement of your individual company sponsor promotion on (Birdwell Foundation, Warrior Wheels Foundation, Warrior Line social media platforms)
5. Company logo placement on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page” & hyper link to your company’s website
6. Company logo placement in professionally filmed video
7. Mentions in podcasts in collaboration with industry partners
8. Acknowledgment at all fundraising event.
9. (2) promotional shirts
10. (5) Tickets to win the Heroes Bike

**Honor Sponsor (\$500-2 donor maximum)**

1. Inclusion in all marketing materials-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
2. Inclusion in all social media marketing of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
3. Company logo placement on Vehicle Trailer (front panel)1year.

4. (6)Paid advertisement on all social media platforms of promotional video on (Birdwell Foundation, Warrior Wheels Foundation, Warrior Line social media platforms)
5. Company logo placement on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page” & hyper link to your company’s website
6. Company logo placement in professionally filmed video
7. Mentions in podcasts in collaboration with industry partners
8. Acknowledgment at all fundraising event.
9. (2) promotion shirts
- 10.(2) Tickets to win the Heroes Bike

**Freedom Sponsor (\$250-10 donor maximum)**

1. Inclusion in all marketing materials-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
2. Inclusion in all social media marketing of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms.
3. Company logo placement on Vehicle Trailer (bottom orange panel)1year.
4. (6)Paid advertisement on all social media platforms of promotional video on (Birdwell Foundation, Warrior Wheels Foundation, Warrior Line)
5. Company logo placement on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page” & hyper link to your company’s website
6. Your company name placement in professionally filmed video
7. Acknowledgment at all fundraising event.
8. (1) promotional shirt
9. (1) Ticket to win the Heroes Bike

**Courage Sponsor (\$150-20 donors maximum)**

1. Inclusion in all marketing materials-(Including but not limited to: joint sponsor backdrop banner, t-shirts, printouts, etc)
2. Inclusion in all social media marketing of of promotion and event (Including but not limited to: Facebook, Instagram Posts, Warrior Line Podcast etc.) over 1/4 of 1 million followers including all Birdwell Foundation for PTSD, Warrior Wheels Foundation and affiliated social media platforms
3. Company logo placement on the Birdwell Foundation for PTSD website Heroes Bike Giveaway “page”
4. Acknowledgment at all fundraising event.
5. (1) promotional shirt
6. (1) Ticket to win the Heroes Bike

-All sponsors will have VIP parking access & booth space at the event with the opportunity to have company promotional items.

-All Checks may be made payable to Birdwell Foundation for PTSD

For more information contact Jason White @352-789-5909 or email  
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