

Wharf Rat Rally

SPONSORSHIP OPPORTUNITIES

August 29 - September 1, 2024

Celebrate 20 years of the Wharf Rat Rally with us!



Introduction

The Wharf Rat Rally is a four day event bringing together riders of all types in a family-friendly environment taking place over the Labour Day Weekend. As the largest motorcycle rally in eastern Canada we see visitors from across Canada and the United States along with some guests from other international destinations.



The Wharf Rat Rally has grown tremendously over the years. The heart of the rally is the central core of the Town of Digby which offers both a central meeting place and access to the Annapolis Basin on the Bay of Fundy. The 1.2km stretch of the main street of Digby is closed to nothing but motorcycles and they are parked two and three deep. As the event continues to grow the motorcycles now overflow onto adjoining and parallel streets. Events take advantage of both the streetscape and the waterfront and include music, vendors, raffles, watersport demonstrations, guided tours and more.

Groups visit local long-term care facilities and the opportunity for patients and clients to ride in a motorcycle sidecar have been a huge hit.

The Wharf Rat Rally Motorcycle Association is anchored by a volunteer board with members from the business community and relies on the support of government, corporations, local businesses and hundreds of volunteers to remain sustainable.



Our Demographics

A study provided by the Province of Nova Scotia in 2017 estimated that almost 22,000 people attended that year's Rally, many with multiple visits. On Saturday alone, over 17,500 people walked the streets of Digby. Not all our visitors are on motorcycles; many come to view the bikes and enjoy the festivities and vendors. The bikes range from street-and-trail and small crotch rockets to \$30,000+ touring bikes. Our attendees come on all makes and models from antique to shiny brand new machines.

Traditionally, our principal demographic is the 35+ crowd. Attendees are professionals or well-employed with high school or post-secondary educations. Their motorcycles are secondary vehicles and kept serviced and clean proving they have disposable income and as their leather jackets, vests and chaps attest, they're willing to spend that disposable income on accessories and travel associated with long-distance bike riding.

The Wharf Rat Rally is revered as the place to be, to meet up with old friends and go for a ride, to relax and catch some tunes and some sun, and to sample the local food and vendors' wares. The Rally signifies the end of summer, it celebrates a safe and exciting summer gone by and it is one final hoorah before the grind of fall and winter set in. Our attendees are easy-going and are here to have a good time as well as take in the vast variety of motorcycles on display.



Opportunities

Presenting Sponsor

Investment: \$25,000

Become the top sponsor of this amazing event that attracts large audiences and can provide you with access to an affluent market. This level of sponsorship gives your brand the opportunity to engage a large audience and make a meaningful connection.

Benefits

- Your company/organization name or logo referenced with event name at all times., i.e. Wharf Rat Rally - Presented by AnyCompany Inc.
- Industry Exclusivity
- Premium Exhibitor Space
- Opportunity to speak at opening, closing and other various events.
- Logo on all event Signage where possible.
- Logo/Company Name used in all print advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in all Social Media posts where appropriate
- Company signage (provided by sponsor) can be placed on-site with approvals
- Full page ad (inside or back cover) in Rally Program (design provided by sponsor).
- Ten (10) complimentary sponsor' T-Shirts with option to purchase more at discounted price.
- Invitation to Sponsor Reception for up to 10 guests
- Tickets for up to 10 guests to other ticketed events



Diamond Level Sponsorships Investment: \$7,500

There are a number of diamond level sponsorships, each comes with naming rights to one particular area of the rally.

Options:

- **Main Stage Sponsor**
- **Builders Square Sponsor**
- **Globe of Death Sponsor**
- **Family Zone Sponsor**
- **Vendor Zone Sponsor**
- **Busker Stage Sponsor**
- **Registration Tent Sponsor**
- **Headquarters Sponsor**
- **Stunt Show Sponsor**
- **Fireworks/Drone Show Sponsor**

Benefits

- Your company/organization name or logo referenced with area at all times., i.e. Joe Smith Fisheries Main Stage
- Exhibitor Space
- Logo on Signage in sponsored area where possible.
- Logo/Company Name used in all print advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in Social Media posts where appropriate
- Company signage (provided by sponsor) can be placed on-site with approvals
- Full page ad in Rally Program (design provided by sponsor).
- Ten (10) complimentary sponsor' T-Shirts with option to purchase more at discounted price.
- Invitation to Sponsor Reception for up to 5 guests
- Tickets for up to 5 guests to other ticketed events



ROCKET PARTNER

Investment: \$5,000

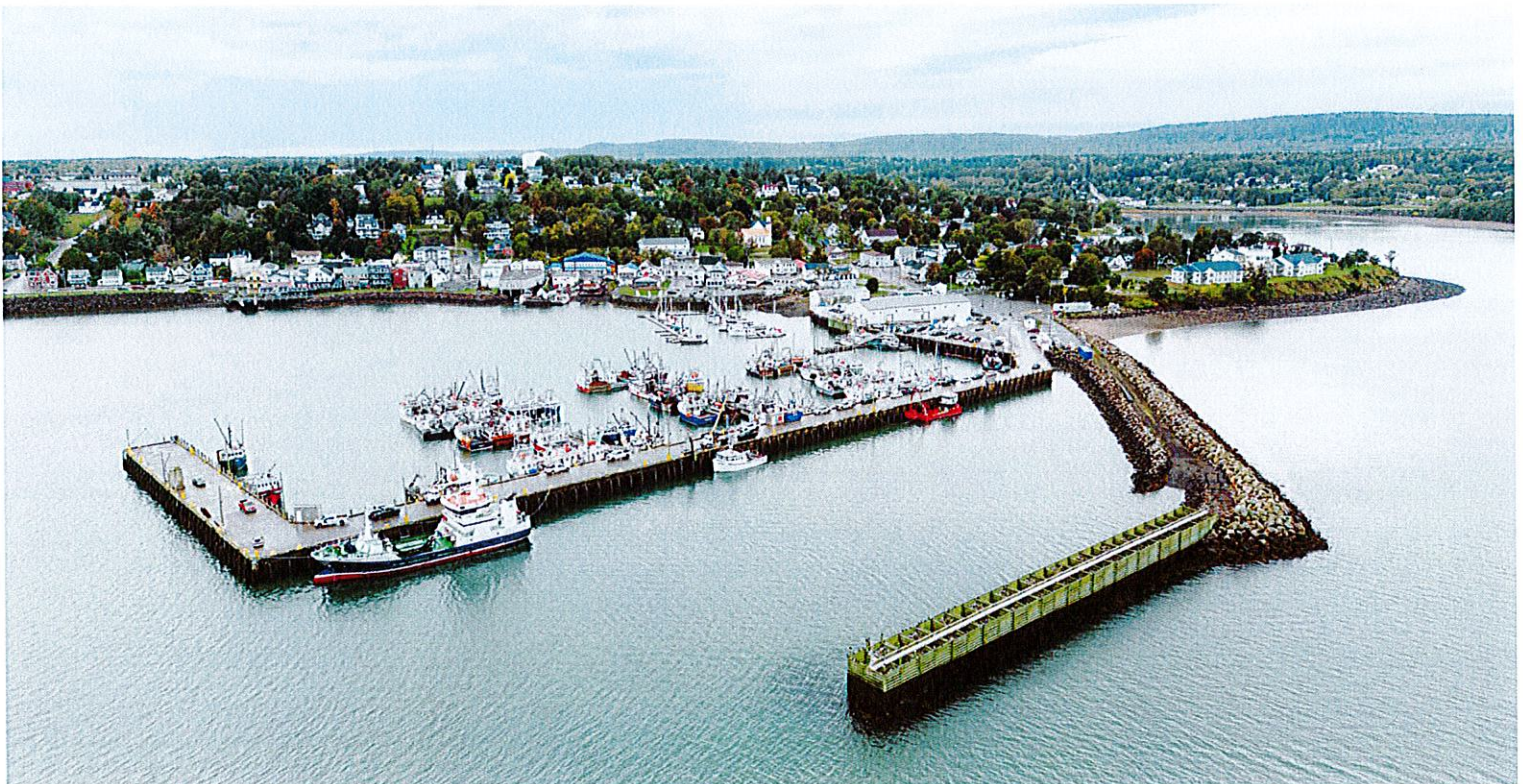
As a rocket partner you will be a sponsor of one the smaller events at the Rally. You can choose which event to partner that fits best with your brand.

Options:

- Scavenger Hunt
- Pub Crawl
- Guided Rides
- Beard and Moustache Contest
- Opening Reception
- Friday Ticketed Event
- Saturday Ticketed Event
- After Party
- Poker Run
- Show and Shine

Benefits

- Your company/organization name or logo referenced with the event, Opening Reception sponsored by XYZ Industries.
- Logo on Signage in relation to the sponsored event.
- Logo/Company Name used in some advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in Social Media posts where appropriate
- Full page ad in Rally Program (design provided by sponsor).
- Six (6) complimentary sponsor' T-Shirts with option to purchase more at discounted price.
- Invitation to Sponsor Reception for up to 2 guests
- Tickets for up to 2 guests to other ticketed events



SPITFIRE PARTNER

Investment: \$2,500

As a Spitfire Partner, your company will receive sponsorship recognition on-site and via our other platforms.

Benefits

- Logo/Company Name used in some advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in Social Media posts where appropriate
- Half page ad in Rally Program (design provided by sponsor).
- Four (4) complimentary sponsor' T-Shirts with option to purchase more at discounted price.
- Invitation to Sponsor Reception for up to 2 guests
- Tickets for up to 2 guests to other ticketed events

RALLY SUPPORTER

Investment: \$1,000

Benefits

- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in Social Media posts where appropriate
- Half page ad in Rally Program (design provided by sponsor).
- Two (2) complimentary sponsor' T-Shirts with option to purchase more at discounted price.
- Invitation to Sponsor Reception for up to 1 guest
- Tickets for up to 1 guest to other ticketed event





Over 10 years ago riders attending the Wharf Rat Rally circled a hospital and seniors care facility in Digby, honking horns as they passed by. That brief moment of joy for some local residents unable to join in the Rally festivities has now grown into the well-loved Share the Wind program.

Now including rides in the sidecar for residents, staff, family members, seniors, members of adult care programs, veterans, patients in hospitals, and other organizations outside of Digby, down to Yarmouth, and Eastern Valley. Share the Wind allows all persons the option to feel the wind in their hair and brings a smile to their faces.

The volunteers love it too, with more and more signing up to be part of this amazing experience. Riders from Nevada, Maine, Quebec, Ontario, PEI, NB,NS, NL and all across Canada want to be part of sharing their love of the ride.

SHARE THE WIND SPONSOR

Investment: \$1,500

Benefits

- Logo on Signage at Share the Wind events.
- Logo/Company Name used in some advertising.
- Logo/Company Name featured on all pages of website (with link provided)
- Logo/Company Name to appear in Social Media posts where appropriate
- Half page ad in Rally Program (design provided by sponsor).
- Four (2) complimentary Share the Wind T-Shirts.
- Invitation to Sponsor Reception for up to 2 guests



Rally Passport

The rally passport is a new initiative that is designed to help make sure attendees are shopping at our local businesses and Wharf Rat Rally official vendors.

Your business can be featured in this passport for only \$150. Any vendor or sponsor at another level receives a commentary listing in the passport.

You will provide a simple discount or promotion that is available only during the rally and to those who have the passport and/or are wearing a red rally wristband.

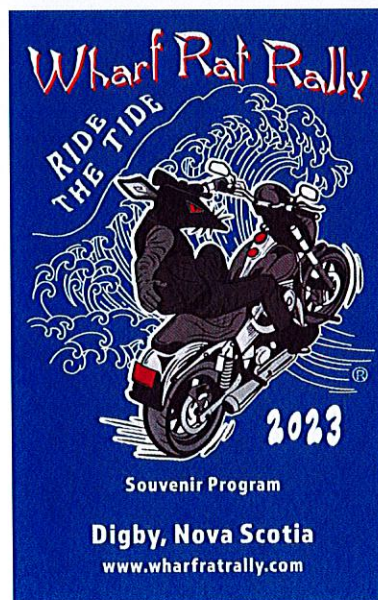
To sign up to be included in the rally passport, contact Hillary at hillary@mileeast.com or call (902) 245-5924

Rally Guide Advertising



Simply want to purchase an ad in the Official Rally Guide, check out our Advertising Rates;

- 1/8 Page - \$200
- 1/4 Page - \$400
- 1/3 Page - \$500
- 1/2 Page - \$750
- Full Page - \$1,250



CALL TODAY

TO DISCUSS YOUR INVOLVEMENT

Phone Number:

902-245-5924

or

902-740-5251

Email:

manager@wharfratrally.com

Social Media:

Facebook: [@wharfratrally](#)

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