



Red Knights™
MotorCycle Club

Red Knights Motorcycle Club NB Chapter 1

The Red Knights Motorcycle Club has 421 chapters and a membership of over 10,000 firefighters throughout Canada, United States and in 15 other countries. Our mission is to enjoy the community of firefighters and project a positive image of motorcycling through social, charitable and educational activities.

In August of 2021 the Red Knights International Firefighters Motorcycle Club (RKMC) will be holding the Annual International Convention in Saint John, NB, hosted by The RKMC NB Chapter #1. We anticipate hosting over 1000 members from throughout Canada, the US, Europe, and Australia. The convention agenda will provide for numerous planned events along with ample free time to explore all the great sights that NB has to offer.

Early feedback indicates that many of the convention attendees will be looking to extend their stay, so we are encouraging individuals to come early and stay late. Since many of the convention attendees will be visiting NB for the first time and we intend to make it a memorable one.

Attached you will find three great ways to become involved with this unique and exciting event. We have opportunities for advertising in the convention program brochure, special event sponsorship and participant bag contribution.

I have attached a sponsorship reply form for your easy response but if you have questions you can send an email to NB1@redknightsmc.com and we will be glad to provide a prompt response.

Thank you in advance for your support.
Sincerely,

David Gallant,
President RKMC NB Chapter 1



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2021 RKMC Convention Sponsorship Opportunities

Convention Program Advertising

Each convention attendee will be provided with a convention brochure full of information and advertising from local businesses.

Rates are available for a variety of ad sizes:

SIZE	COST	ARTWORK FINISHED SIZE
• Business Card	\$50.00	2.00 (H) x 3.50 (W)
• Quarter Page	\$75.00	5.25 (H) x 4.00 (W)
• Half Page	\$100.00	5.25 (H) x 8.0 (W)
• Full Page	\$200.00	10.5 (H) x 8.0 (W)
• Double Page	\$250.00	8.00 (H) x 16.5 (W)
• Inside Cover	\$500.00	10.5 (H) x 8.0 (W)

Special Event Sponsorship

The following is a variety of sponsorship options that are available.

Banquet (\$4,000) Sponsors of the Saturday evening banquet will receive recognition on the conference webpage, recognition in all conference printed material, special recognition to sponsors in the printed program and verbal recognition during the conference. Banquet sponsors will receive verbal and written recognition during the reception and have the opportunity to display their company logo and information. Banquet sponsors will also receive a free Half Page advertising ad in the convention program.

- **4 sponsors will be accepted for this event**

Welcome BBQ (\$2,000): Sponsors of the Welcome BBQ will receive recognition on the conference webpage, recognition in all conference printed material, special recognition to sponsors in the printed program and verbal recognition during the BBQ. Welcome BBQ sponsors can also display company logo and information. BBQ sponsors will also receive a free quarter page advertising ad in the convention program.

- **3 sponsors will be accepted for this event**

Send off Breakfast (\$1,000): At this level, sponsors receive space for prominent signage at the conference, recognition on the conference webpage, recognition in any printed material, and verbal recognition during the conference, where they can display company logo and information. Breakfast sponsors will also receive a free business card advertising ad in the convention program.

- **2 sponsors will be accepted for this event**

Coffee Break (\$500): At this level, sponsors will receive recognition on the conference webpage, recognition in any printed material, and verbal recognition during the conference. Sponsors will have the opportunity to display company information.

- **9 sponsors will be accepted for this event**

Hospitality Sponsor (\$500.00 or product) At this level, sponsors will receive recognition on the conference webpage, recognition in any printed material, and verbal recognition during the conference. Sponsors will have the opportunity to display company information in the hospitality suite.

- **8 sponsors will be accepted for this event**

Participant Package

Each convention attendee will be provided with a package full of information and advertising from local businesses along with gifts and souvenirs from NB. We hope that you will be interested in participating in this opportunity. We are looking for product samples, business brochures, coupons, effectively any item that would be of interest to the participants. We require a minimum of 1000 pieces per item.



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Convention Program Advertising

AMOUNT

<input type="checkbox"/>	Business Card	\$50.00	\$ _____
<input type="checkbox"/>	Quarter Page	\$75.00	\$ _____
<input type="checkbox"/>	Half Page	\$100.00	\$ _____
<input type="checkbox"/>	Full Page	\$200.00	\$ _____
<input type="checkbox"/>	Double Page	\$250.00	\$ _____
<input type="checkbox"/>	Inside Cover	\$500.00	\$ _____

Special Event Sponsorship:

<input type="checkbox"/>	Banquet Sponsorship	\$4,000.00	\$ _____
<input type="checkbox"/>	Welcome BBQ	\$2,000.00	\$ _____
<input type="checkbox"/>	Send off Breakfast	\$1,000.00	\$ _____
<input type="checkbox"/>	Coffee Break	\$500.00	\$ _____
<input type="checkbox"/>	Hospitality Sponsor	\$500.00	\$ _____

Participant Package:

☐ I would like to provide a quantity of 1000 individual items for placement in each participant bag. Description of item (coupon, sample product, promotional brochure)
: _____

Participant bag items must be received no later than June 16, 2021.

TOTAL SPONSORSHIP

\$ _____



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COMPANY INFORMATION:

COMPANY NAME: _____

CONTACT NAME: _____

MAILING ADDRESS: _____

EMAIL ADDRESS (CONTACT): _____

PHONE NUMBER: _____

TOTAL SPONSORSHIP VALUE (FROM PAGE 1) \$ _____

☐ I have included my text, artwork, logo as required for sponsorship.

SUBMISSION AND PAYMENT INSTRUCTIONS:

Please submit text in a Word or PDF document and camera ready artwork no later than **June 16, 2021**. Sponsorship reply form, artwork, and payment should to NB1@redknightsmc.com

Payment may be mailed to RKMC NB, Ch 1, 1352 Route 111, Fairfield, NB, E5R 1Y8.

Contact # 506 607 4860

Thank you in advance for your sponsorship