



AMA VINTAGE MOTORCYCLE DAYS

JULY 23-25, 2021

**MID-OHIO SPORTS CAR COURSE
LEXINGTON, OHIO**

AMA Vintage Motorcycle Days includes national championship racing in vintage and post-vintage motocross, hare scrambles, trials, flat track and road racing. In addition, the three-day event features North America's largest motorcycle swap meet, bike shows, demo rides, seminars, thrill shows, vendor booths and motorcycle displays.

WHERE Mid-Ohio Sports Car Course, Lexington, Ohio

WHEN July 23-25, 2021.

EXPOSURE

- 20-25,000+ event attendees
- Pre- and post-event in *American Motorcyclist* (162,000+ readers /month) 600,000+ monthly web exposure on AmericanMotorcyclist.com.
- Multiple press releases in enthusiast publications and websites
- Social media coverage with an audience of approximately 235,000



DEMOGRAPHICS

- 54% are between the ages of 40-59
- 58% have been riding for over 30 years
- 50% own three or more vintage motorcycles
- 74% attend all three days of the event
- 70% purchased something from the swap meet
- 96% plan on attending #AMAVMD again
- 45% traveled over 200 miles



BY THE NUMBERS

- 20,000 Event Programs Printed
- 8,757 Opt-Ins For The #AMAVMD E-Newsletter
- 2,500 People At The Ashland Fairgrounds Flat Track Races
- 1,848 Racing Entries (619 Road Race, 611 Motocross, 291 Hare Scrambles, 124 Flat Track, 93 Trials, 110 Pit Bike)
- 785 Swap Meet Vendor Spaces Sold
- 288 Honda Demo Motorcycle Rides Enjoyed
- 249 Participants For The Lap For History
- 100 Entries For The Bike Show
- 17 Seminars
- 7 Bands
- 4.7 Out Of 5 Stars On Facebook



DEMO RIDES

Providers receive:

- Staging and display area for your exclusive use.
- Placement of your logo on the AMA's website (with link) and event program. Announcements in event emails, social media and via press release.
- Five (5) staff weekend passes for VMD.
- Security services for your display area from 5:00pm to 7 a.m. each day of the event.
- RATE \$1,500

Demo Rides Contact

Forrest Hayashi
562-682-6515
fhayashi@ama-cycle.org

Steve Gotoski
(951) 204-1948 Mobile
sgotoski@ama-cycle.org





VENDORS

Do you sell new motorcycle parts and accessories? Custom services or unique artwork? The crossroads area is the perfect place for you. Situated in between the Wall of Death stunt show, pit bike racing, live music and hundreds of motorcycles on display, event attendees will be in the mood to buy.

Rates:

- 10X10 - \$475
- 10X20 - \$575
- 20X20 - \$725
- 20X30 - \$800
- 30X30 - \$975
- 40X40 - \$1,375
- 50X50 - \$1,575
- 60X60 - \$1,750
- 70X70 - \$1,875

Vendors Contact

Mark Lapid
Creative Services Director
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Pickerington, OH 43147
(317) 989-4680 Mobile
mlapid@ama-cycle.org



SPONSORSHIP OPPORTUNITIES

A new level of exposure for a partner, connecting with core motorcycling enthusiasts. Your brand front and center for the months leading up to the event, at the event, and in widespread post-event coverage

- Title
- Presenting
- Marquee Of The Year
- Official Sponsorships
 1. Oil
 2. Tire
 3. Fuel
 4. Apparel
- Swap Meet
- Seminars
- Bike Show
- Main Stage
- Racing Sponsorships
 1. Ashland Flat Track Races
 2. Road Racing
 3. Motocross
 4. Hare Scrambles
 5. Trials
 6. Pit Bike
- Recreational Riding
- Lap for History



Sponsorship Contact

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