



GWTA

2415 Directors Row Suite K, Indianapolis, IN 46241  
P.O. Box 42403, 46242-0403

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## Gold Rush XXI Event Advertising

GWTA's national rally, Gold Rush, is scheduled for July 14th - 17th 2008 in Billings, Montana. This is GWTA's most anticipated and attended event. The theme of Gold Rush XXI is ***The Legend Lives On!*** Gold Rush includes: Iron Eagle competitions, bike show, on and off bike games, rides, safety courses & seminars, daily 50/50's, and a large light parade through town.

### **Touring News Magazine advertising**

Touring News Magazine is our monthly publication that reaches 10,000 dedicated motorcyclists. We offer special event advertising prior to and during the event month at the same great rates we consistently offer. You can place an ad for as low as \$63. See our media kit for more information.

### **Gold Rush program advertising**

The Gold Rush Program is inserted into the June issue of *Touring News* and mailed to all 10,000 members. The event program is also received by all Gold Rush attendees. The Gold Rush Program is an important directory as it consists of the schedule of events, maps & information of the event area, touring advice, rules and prizes for the games.

### **Event Sponsorships**

**Sponsorships provide comprehensive exposure for your company throughout the event at the best possible cost.** See the Sponsorship information sheet for details.

### **Vendor space**

Indoor vendor space is available in 7 sizes with pricing from \$300-\$700. Visit [www.gwta.org](http://www.gwta.org) or call the office for more information and registration.

### **GWTA Event Trailer Advertising**

Place your **9 sq. ft. logo** on the GWTA Event Trailer that attends the major industry shows, Gold Rush, and many other regional GWTA events. The trailer crosses the US several times within the year providing unlimited exposure.

***Advertising contact: Tara Board***

*Deadlines for reservation and artwork submissions are April 1<sup>st</sup> and April 15<sup>th</sup> respectively.*

membership@gwtaco.com ❖ WWW.GWTA.ORG ❖ advertising@gwta.org  
Phone: 800-960-4982 ❖ Fax: 317-243-6833



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### Gold Rush XXI Event Advertising

*Advertising may be purchased individually or  
choose the package for extra savings and opportunities.*

#### **Gold Rush program advertising:**

Full page 4-color	\$1100
½ page 4-color	\$815
¼ page 4-color	\$530
1/8 page 4-color	\$200
<b>Event Sponsorships – See Sponsorship information sheet</b>	<b>\$1200-3500</b>
<b>Event welcome bag advertisement</b>	<b>\$300</b>
<b>Event T-shirt advertisement</b>	<b>\$200</b>
<b>Web advertisement on <u>www.gwta.org</u> through July ‘08</b>	<b>\$100</b>
<b>Vendor space</b>	<b>\$300-\$700</b>
<b>GWTA Event Trailer – 9 sq. ft. logo</b>	<b>\$400/yr</b>

#### **Advertising Package:**

**\$500**

- **1/8 page 4-color event program ad**
- **Logo placement on event t-shirt**
- **Logo placement on event bag**
- **Web advertisement on www.gwta.org through July ‘08**
- **Opportunity to provide event packet insert**

*Advertising contact: Tara Board*

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### Gold Rush XXI Sponsorships

*Sponsorships provide comprehensive exposure for your company throughout the event at the best possible cost.*

#### ONE - Official Gold Rush XXI Sponsor:

\$3500

- Official Gold Rush Sponsor – Opening & Closing Ceremonies
- Event lanyard
- Full page 4-color ad in event program
- Free vendor space
- Opportunity to display company advertising banners and/or signage
- Opportunity to provide event packet insert
- Logo placement on event welcome bag
- Logo placement on event t-shirt
- 9 sq.ft. logo on GWTA event trailer for one year
- Web advertisement on [www.gwta.org](http://www.gwta.org) for one year

#### Gold Sponsor:

\$1200

- Sponsorship of one entertainment venue (Bike Show, Light Parade, Welcome Dinner)
- 1/4 page 4-color ad in event program and program acknowledgment
- Free vendor space
- Opportunity to display company advertising banners and/or signage
- Opportunity to provide event packet insert
- Logo placement on event welcome bag
- Logo placement on event t-shirt
- 9 sq.ft. logo on GWTA event trailer for one year
- Web advertisement on [www.gwta.org](http://www.gwta.org) for one year

#### Grand Door Prize Sponsor:

Contact us

- Donate products and/or package for the Grand Door Prize
- 1/4 page 4-color ad in event program and program acknowledgment
- Free vendor space
- Opportunity to display company advertising banners and/or signage
- Opportunity to provide event packet insert
- Logo placement on event welcome bag
- Logo placement on event t-shirt
- 9 sq.ft. logo on GWTA event trailer for one year
- Web advertisement on [www.gwta.org](http://www.gwta.org) for one year

#### Door Prize Sponsor:

Contact us

- Donate products and/or package for a Door Prize
- Opportunity to display company advertising banners and/or signage
- Opportunity to provide event packet insert

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