



**Moncton, NB**

**June 19 - 21, 2026**

**Sponsorship Information Package**

**Produced by: ROROMA EVENT MANAGEMENT**

**Sponsorship Coordinator: Robert Gallant**

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## **Event Description**

The Hub City Motorcycle Rally is a new and exciting event designed to welcome motorcycle owners and enthusiasts of all makes and models to gather in Greater Moncton. This three-day festival runs from June 19 - 21, 2026 and will be filled with a wide variety of events including regional road tours including a poker run, a Downtown Street closure Show and Shine, great food with our Ribfest partners at Riverfront Park, live entertainment, beer garden, and a vendor village featuring motorcycle and related products.

This non-profit, community friendly, event is designed to appeal to a broad local and tourist demographic. Our goal is to raise awareness about Motorcycling in our region as well as to raise funds to support local charities.

## **Event Programme**

- 1. Show and Shine: June 19<sup>th</sup> 11AM – 10PM & June 20<sup>th</sup> 10AM – 11PM**  
We shut down Assomption Blvd. in front of River Front Park for motorcycle parking only where registrants can show off their pride and joy to their peers and the public who is also invited to check out the sights & sounds.
- 2. Ribfest Moncton**  
We are partnering with [Ribfest Moncton](#) to share event space at the River Front Park. Ribfest attracts over 20,000 participants each year who will also be exposed to the Motorcycle Rally event sponsors. Bikes and BBQ is a great combo that will help grow both events. Ribfest runs from June 18 – 21, 2026.
- 3. Tailpipe Poker Rally Tours: June 20<sup>th</sup> Start @ 9 AM Final Checkpoint @ 5PM**  
Self guided group tours throughout South-East New Brunswick stopping at Rally Partners along the route. In addition to breathtaking scenery, registrants will get exclusive offers at discounts from Rally Partners. Registrants will also receive poker chips at each tour stop to build their scores and determine who wins great prizes when they return to the finish line. Winners will be announced at the Tailpipe After-Party back at River Front Park.
- 4. Tailpipe After-Party: June 20<sup>th</sup> 7PM – 11PM**  
Join us at the River Front Park [Ribfest Moncton](#) beer garden for a fun-filled celebration featuring prize announcements, live music, cold beer, and finger-licking Ribs.
- 5. Fundraising**  
Throughout the event will be a series of activities to raise funds for local charities.

## **Event Team Introduction**

**ROROMA Event Management** is a non-profit organization run by an experienced team of event professionals. Our mandate is to produce exceptional “Quality of Life” events in the Greater Moncton area, and to support local charities through awareness and fundraising opportunities.

**Robert Gallant:** Since 2002 Robert and his team from [Raven Management Solutions](#) have been managing and consulting on numerous festivals, conferences, sport tournaments, and social action projects, in Atlantic Canada, across Canada, and internationally.

**Mark Campbell:** Since 2006, Mark has supported major event organizers across Canada and the United States. As Operations Manager and Event Lead for Global Convention Services, he brings extensive experience in event logistics, operations, and client service, with a focus on consistency, safety, and continuous improvement. Mark has played a key role in delivering major trade shows, concerts, and sporting events throughout Atlantic Canada and beyond, and now applies that expertise to high-profile community events, including the Hub City Motorcycle Rally and Moncton Ribfest, helping create memorable experiences for participants and the public alike.

## **Sponsorship Opportunities**

We would not be able to offer the great community events we do without the generous support of corporate sponsors like yourself. For the **Hub City Motorcycle Rally**, we have specially designed the sponsorship categories listed below to recognize your contributions. As you can see, our various sponsorship levels include special incentives that will give your company marketing exposure in our traditional and social media campaigns, event-site direct marketing opportunities (e.g. product demos and sales) as well as community goodwill recognition. These packages are a suggested starting point, and we remain open to customizing a sponsor recognition package to meet your company’s unique marketing ideas and requirements.

We ask that you please take the time to review these marketing opportunities and decide where your company could best benefit from a relationship with us. Our Sponsorship Coordinator will be happy to meet with you and design a customized package that will better align our opportunities with your goals. Whether it is unique cross promotional opportunities or heightened exposure at a specific event, we will work with you to maximize your publicity and sales opportunities.

We look forward to exploring how we can work together to make our industry events stronger. Should you have any questions, please email our Sponsorship Coordinator, Robert Gallant at [info@hubcitymotorcyclerrally.com](mailto:info@hubcitymotorcyclerrally.com) or call (506) 855-8525 to arrange a meeting.

## **Target Market**

Our main demographic is the 25+ age range of independent motorcycle enthusiasts and motorcycle association members, and future motorcycle owners. The event is widely marketed to the motorcycle community and the general public as a world-class motorcycle gathering. We project that attendees will be comprised of 60% from Southeast New Brunswick and 40% coming from the rest of New Brunswick, PEI and Nova Scotia. We are also working hard to grow the tourism side of the festival by attracting riders from across Canada and the northern United States.

# Presenting Sponsor \$10,000: One Opportunity

## Corporate Logo Placements

- Corporate brand tied to the event logo & name as “presented by” in all forms of media promotions (radio (100%), billboards, social media, promo emails, posters, rally tour programs,).
- Event website.
- Registration documents.
- Registration welcome packages.
- Event site signage.
- Rally Stop signage.
- Event team & volunteer t-shirts & badges.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Rally Tour Program advert.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Opportunity to provide a promotional offer to be inserted into event communication e-mails.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line, pop-up banner at administration booth).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (up to 10X20) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 10 free event registrations to participate or to help promote the event.
- 10 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to host an exclusive special event during the rally dates.
- Opportunity to be a Rally Tour Stop Partner.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- Opportunity to make daily welcome remarks from the entertainment stage and at the after-party.
- First right of renewal as “Presenting Sponsor” for next year’s event (November Deadline).

# Manufacturer Sponsor \$5,000

## Corporate Logo Placements

- Corporate brand tied to all forms of media promotions (radio (100%), billboards, social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Rally Stop signage.
- Event team & volunteer t-shirts.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Rally Tour Program advert
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Opportunity to provide a promotional offer to be inserted into event communication e-mails.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line, pop-up banner at administration booth).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (10X20) on the event site to promote and/or sell your products or services (e.g. demo rides, accessory sales). In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 6 free event registrations to participate or to help promote the event.
- 6 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to host an exclusive special event during the rally.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- First right of renewal as "Manufacturer Sponsor" for next year's event (November Deadline).

# Platinum Sponsor \$5,000: Four Opportunities

## Corporate Logo Placements

- Corporate brand tied to all forms of media promotions (radio (100%), billboards, social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Rally Stop signage.
- Event team & volunteer t-shirts.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Rally Tour Program advert.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (10X20) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 6 free event registrations to participate or to help promote the event.
- 6 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to host an exclusive special event during the rally.
- Opportunity to be a Rally Tour Stop Partner.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.
- First right of renewal as a "Platinum Sponsor" for next year's event (November Deadline).

# Dealership Sponsor \$2,500

## Corporate Logo Placements

- Corporate brand tied to select forms of media promotions (radio (50%), billboards, social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Rally Stop signage.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Rally Tour Program advert.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Opportunity to provide a promotional offer to be inserted into event communication e-mails.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor provided 10 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services (e.g. accessory and swag sales). In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 4 free event registrations to participate or to help promote the event.
- 4 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to be a Rally Tour Stop Partner.
- Opportunity to host a special "Dealer Location Event" during the rally.

# Gold Sponsor \$2,500

## Corporate Logo Placements

- Corporate brand tied to select forms of media promotions (radio (50%), social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Rally Stop signage.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Rally Tour Program advert.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor provided 10 second promotional commercial broadcast over P.A. system during event.
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- Opportunity to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 4 free event registrations to participate or to help promote the event.
- 4 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to be a Rally Tour Stop Partner.
- Opportunity to provide corporately branded event volunteers to assist organizers during the event.

# Silver Sponsor \$1,500

## Corporate Logo Placements

- Corporate brand tied to select forms of media promotions (radio (25%), social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- 50% discount off a "Vendor Application" to install and host an interactive activation booth (10X10) on the event site to promote and/or sell your products or services. In addition to promoting your company, it is also recommended to have a fun and engaging activity at your booth (e.g. promotional handouts, prize draws, carnival style games, or help boost our charity fundraising efforts).
- 2 free event registrations to participate or to help promote the event.
- 2 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to be a Rally Tour Stop Partner.

# Standard Sponsor \$1,000

## Corporate Logo Placements

- Corporate brand tied to select forms of media promotions (social media, promo emails, posters, rally tour programs).
- Event website.
- Event site signage.
- Event email communications.

## Marketing Recognition

- Mention and website link to your corporate page from event website and promotional emails.
- Social Media sponsor shout-out post and tagged in general promotion posts.
- Sponsor provided additional event-site signage (e.g. hanging banner for fence line).
- Sponsor recognition by the Master of Ceremonies during on-site announcements.

## Complimentary

- 2 free event registrations to participate or to help promote the event.
- 2 additional invitations to the Rally Tailpipe After-Party.

## Additional Benefits

- Cross-Promotional advertising rights to mention your support of the event in your corporate marketing (e.g. website, social media, commercials).
- Opportunity to provide registrant welcome gifts, raffle prizes, etcetera.
- Opportunity to be a Rally Tour Stop Partner.

## **Tailpipe Poker Rally Tour - Stop Partner: \$250**

The Tailpipe Poker Rally Tour will depart Moncton at 9 AM on two different routes (The Fundy and the Northumberland), returning to the final checkpoint at Riverfront Park between 5 and 6 PM. We are seeking ten rally partners along each route where riders will stop and participate in the poker chip activity as part of their tour. Rally stops can be motorcycle dealerships, restaurants, tourist attractions, corner stores, gas stations, gift shops, and etc. The Rally Stop Partner Fee will go towards marketing the event and providing prizes to the riders. As an event partner your business will be promoted in our overall marketing campaign throughout the region.

Designated Rally Stops will be given "Official Stop Signage" and poker run supplies. You will need to manage the poker chip activity on our behalf. You will also be asked to provide discounts or free promotional items to the riders to encourage them to support your business while they are stopped there.

Promotional Rally Stop Ideas:

- Discount coupons for goods or services
- Exclusive special pricing on select menu items
- Swag items
- Free product samples

## **Breakfast Partner: In-Kind or \$1,500**

At the closing breakfast event we will be prepared to feed as many as 1,000 guests and we rely on food and beverage product sponsors to make it happen. As an F&B donor we provide you with special signage recognition at the event as well as pre-event marketing recognition commensurate with your retail support value. In addition to F&B items we would also consider prize donations that can be used as door prizes or for a raffle draw.

### **Example Items:**

Eggs • Bacon • Sausage • Hash Browns • Pancakes • Bread • Condiments

Coffee / Tea • Orange Juice • Milk • Creamers • Butter • Syrop



## 2026 Hub City Motorcycle Rally: Sponsor Confirmation Form

**Sponsorship Options:** \*Please check off the level you wish to confirm.

**Presenting \$10,000**

**Manufacturer \$5,000**

**Platinum \$5,000**

**Dealership \$2,500**

**Gold \$2,500**

**Silver \$1,750**

**Standard \$1,000**

**Rally Stop Partner \$250**

### **Breakfast**

#### **Sponsor Liaison Details**

Company Name:

\*as you want public to see

Contact Person:

Website Address:

Email Address:

Direct Phone #:

#### **Invoice Details**

Company Name:

\*as you need on invoice

Contact Person:

Mailing Address:

Email Address:

Direct Phone #:

PO # if applicable:

\*please provide details to direct the invoice to appropriate contact.

#### **In-Kind Support**

If you are providing items for the breakfast, raffle, registrant gifts, etc. please coordinate details with the Sponsor Coordinator to ensure all items are delivered before the event.

**Please send this completed form to [info@hubcitymotorcyclerrally.com](mailto:info@hubcitymotorcyclerrally.com).**

**Questions: Call Robert Gallant at 506-855-8525**

**THANK YOU FOR YOUR SUPPORT!**