



2025 OC Rock & Ride Sponsorships

Locals Supporting Locals Sponsor (\$800)

- We ask that you offer a special deal to attendees of our event to drive new and repeat customers to your business. In return, your company will receive the following:
- Featured in E-Blast announcement: Your business will be highlighted in our official event email, reaching our growing subscriber list
- Exposure to over 500,000 monthly social media viewers across various platforms
- Your deal will be featured on our official website under a dedicated “Locals Supporting Locals” section
- Logo on OC Rock & Ride website “Locals Supporting Locals” page
- Branded window cling for your business - custom cling with “Locals Supporting Locals” branding to display in your storefront that will include a QR code linking to our website page where all participating business deals are listed
- 2 x 4-Day GA passes

Welcome Sponsor (\$1,000)

- Logo on the OC Rock & Ride website Sponsor page
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- 4 x 4-Day GA passes

Koozie Sponsor (\$3,500) - 7 Total (3 SOLD, 4 Available)

- Your logo printed on 1,000 koozies, along with the official OC Rock & Ride logo, to be given out with drink purchases at the Inlet event bars
- Logo on the OC Rock & Ride website Sponsor page
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- 2 x 4-Day VIP passes
- 8 x 4-Day GA passes



Bar Sponsor (\$5,000)

Limited to Bars, Restaurants & Amusement

- Logo printed on Sponsor banner at every bar in General Admission and VIP (size of banner varies depending on size of bar)
- Your logo and direct link to your website on the OC Rock & Ride website “Places to Eat” or “Ocean City Nightlife”
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Mentions on OC Rock & Ride social media
- Main Stage announcements by Tommy London
- 4 x 4-Day VIP passes
- 10 x 4-Day GA passes

Main Stage Digital Billboard Sponsor (\$5,000)

- 15 Second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format). in rotation with other ads and videos throughout the display schedule
- Logo on the OC Rock & Ride website
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- 2 x 4-Day VIP passes
- 10 x 4-Day GA passes

VIP Giveaway Bag Sponsor (\$10,000) – SOLD

- Your logo on a bag given to VIP passholders along the OC Rock and Ride logo and the Progressive Insurance logo. Bags will contain gifts and promotional items from other businesses along with your advertising coupons/items.
- Shoutout on Main Stage from Tommy London and Daytime Stage MC
- Logo on the sponsor banner at event entrance
- Logo on OC Rock & Ride website Sponsor page
- Mentions on OC Rock & Ride social media
- Logo on OC Rock & Ride event postcard
- 4 x 4-Day VIP passes
- 10 x 4-day GA passes



Main Hotel Sponsor (\$20,000 in-kind) – 3 Total (2 SOLD, 1 Available)

- We kindly request preferred pricing for OC Rock & Ride vendor accommodations (this special rate will be shared directly with participating vendors, who will be responsible for booking and payment)
- Large logo and direct link to your website on the OC Rock & Ride website under "Lodging" (www.ocrockandride.com/lodging)
- Ability to sell ticket/hotel package for the event
- Large logo on the lodging banners (Inlet and Convention Center) with QR code
- 15 second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- Shoutout from MC on Daytime Stage and Tommy London on Main Stage
- "Places to Stay" social media post with your logo
- 8 x 4-Day VIP passes
- 10 x 4-Day GA passes

Supporting Hotel Sponsor (\$5,000 in-kind)

- We kindly request preferred pricing for OC Rock & Ride vendor accommodations (this special rate will be shared directly with participating vendors, who will be responsible for booking and payment)
- Logo and direct link to your website on the OC Rock & Ride website under "Lodging" (www.ocrockandride.com/lodging)
- 15 second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format)
- "Places to Stay" social media post with your logo
- Your logo, along with those of five other sponsors at this tier, featured on a group photo displayed on two digital billboards located on both sides of the Main Stage; the image will appear for 30 seconds in rotation with other ads and videos throughout the display schedule
- 2 x 4-Day VIP passes
- 4 x 4-Day GA passes



Over 21 Wristband Sponsor (\$8,000) – SOLD

- Every attendee over 21 will be required to wear a wristband with the OC Rock & Ride logo and your company logo
- 15 second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- Logo on the OC Rock & Ride website Sponsor page
- Logo on OC Rock & Ride event postcard
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)

Main Wristband Sponsor (\$10,000) – SOLD

- Logo on all GA and VIP wristbands for Inlet event
- 15 second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- Logo on OC Rock & Ride event postcard
- Logo on the OC Rock & Ride website Sponsor page
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- 4 x 4-Day VIP passes
- 10 x 4-Day GA passes

Main Entrance Sponsor (\$12,000) – SOLD

- Banners with your logo and QR code on entrance fencing (2 banners coming in (3'x5') along with a larger banner inside the entrance security tent thanking your company for the sponsorship; all attendees must pass through this area)
- Shoutouts by MC on Daytime Stage and by Tommy London on Main Stage for your company and your slogan/saying
- 15 second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- Large logo on the OC Rock & Ride website on Sponsor page
- Logo on OC Rock & Ride event postcard
- Mentions on OC Rock & Ride social media
- 6 x 4-Day VIP passes
- 10 x 4-Day GA passes



Daytime Stage Tent Sponsor (\$10,000) – 1 Available

- 4 strategically placed banners on Daytime Stage tent (3'x5')
- Shoutouts by MC on Daytime stage and Tommy London on Main Stage for your company and your slogan/saying
- Logo on OC Rock & Ride website Sponsor page
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Mentions on OC Rock & Ride social media
- Logo on OC Rock & Ride event postcard
- 4 x 4-Day VIP passes
- 10 x 4-day GA passes

Stunt Sponsor (\$15,000) - 2 Available

- Banner located on the stunt area railing/fence (Wall of Death and/or Dome of Death)
- Sponsor announcements before each stunt show from Main Stage or Daytime Stage (depending on time of the stunt shows)
- Logo on the OC Rock & Ride website Sponsor page
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Mentions on OC Rock & Ride social media for stunt show announcements
- Logo on OC Rock & Ride event postcard with stunt shows
- 6 x 4-Day VIP passes
- 10 x 4-Day GA passes

Firework Display Sponsor (\$15,000) - 1 Available

- In advertising for event, the firework display will be named after your company ("_____'s Firework Display")
- Sponsor announcements from MC at Daytime Stage and on Main Stage by Tommy London
- Logo on the OC Rock & Ride website Sponsor page
- Logo on OC Rock & Ride event postcard with firework display
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Mentions on OC Rock & Ride social media for firework display announcements
- 6 x 4-Day VIP passes
- 10 x 4-Day GA passes



Daytime Stage Sponsor (\$25,000) - SOLD

- Banner on Daytime Stage
- Sponsor announcements from Daytime Stage during event
- Sponsor announcements from Main Stage during event by Tommy London
- Logo on the OC Rock & Ride website (www.ocrockandride.com)
- Mentions on OC Rock & Ride social media
- Logo on OC Rock & Ride event postcard
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Company name spelled out in drone show taking place September 11th (per drone company ability)
- 30 Second video (no sound) on digital displays located on the sides of the main stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- 12 x 4-Day VIP passes
- 10 x 4-Day GA passes

Main Stage Sponsor (\$90,000) - SOLD

- Banner on Main Stage
- Sponsor announcements from Main Stage during event by Tommy London
- Logo on the OC Rock & Ride website (www.ocrockandride.com)
- Mentions on OC Rock & Ride social media
- Logo on OC Rock & Ride event postcard
- Logo on the sponsor banner at event entrance (Inlet and Convention Center)
- Company name spelled out in drone show taking place September 11th (per drone company ability)
- 30 second video (no sound) on digital displays located on the sides of the Main Stage (video must be supplied by sponsor in proper format) in rotation with other ads and videos throughout the display schedule
- Logo on the majority of OC Rock & Ride marketing material
- 12 x 4-Day VIP passes
- 10 x 4-Day GA passes



OC Rock & Ride Sponsorship Agreement

We are excited to participate at the following level (select one):

- | | |
|---|---|
| <input type="checkbox"/> Main Stage Sponsor (SOLD) | <input type="checkbox"/> Over 21 Wristband Sponsor (\$8,000) |
| <input type="checkbox"/> Daytime Stage Sponsor (SOLD) | <input type="checkbox"/> Daytime Stage Tent Sponsor (\$10,000) |
| <input type="checkbox"/> Main Hotel Sponsor (\$20,000 in-kind) | <input type="checkbox"/> VIP Giveaway Bag Sponsor (SOLD) |
| <input type="checkbox"/> Supporting Hotel Sponsor (\$5,000 in-kind) | <input type="checkbox"/> Bar Sponsor (\$5,000) |
| <input type="checkbox"/> Stunt Sponsor (\$15,000) | <input type="checkbox"/> Main Stage Digital Billboard Sponsor (\$5,000) |
| <input type="checkbox"/> Firework Display Sponsor (\$15,000) | <input type="checkbox"/> Koozie Sponsor (\$3,500) |
| <input type="checkbox"/> Main Entrance Sponsor (SOLD) | <input type="checkbox"/> Welcome Sponsor (\$1,000) |
| <input type="checkbox"/> Main Wristband Sponsor (\$10,000) | <input type="checkbox"/> Locals Supporting Locals Sponsor (\$800) |

Company Name

Address

Phone

Website URL

Contact Name

Email

Signature

Payment Method (select one):

☐ Check

☐ Credit Card

Once your selection is approved, you will receive an invoice with details on how to pay online or where to mail your check.

For more information, please contact:

pr@ocrockandride.com