

TOMAHAWK

WI

MAIN STREET

FALL RIDE



@tomahawkmainstreetfallride

TOTAL FOLLOWERS

10.4K

VIEWERS
IN AUGUST-SEPT

120.2K

FEMALE 57.9%
MALE 42.1%

Wausau/
Northwoods 34%
Other Wisc. 52%
Out-of-State 14%

Media Kit

ABOUT

The Tomahawk Main Street Fall Ride is the oldest remaining location of the now regional Northwoods Fall Ride. This Main Street portion of this event encompasses the beautiful downtown of Tomahawk, Wisconsin and closes down the entire length of the main drag every second weekend after Labor Day for bikes, live music/entertainment, food, vendors and spectators. The event drew a record 50,000+ visitors in 2025 thanks to larger music acts, increased vendor and entertainment options, all made possible by sponsorships.

Home of the **Thunder Parade** - one of the largest annual motorcycle parades in the nation - makes its way to the center of Main Street followed by live music on Friday Night. In 2025 we added a killer music line-up to Saturday Night as well and added music to both ends of our street. Increasing visibility and marketing opportunities for our partners.

Annual Attendance 55,000-60,000



Tomahawk Main Street Fall Ride 2026 Sponsorship Opportunities

A Single Presenting Sponsor Available-
Contact for more information

\$5,000

Platinum Package

- ✓ Exclusive - 2 Available (Industry Exclusive)
- ✓ Premiere Center Stage Banner
- ✓ Logo inclusion in all website/social media headers and annual event logo
- ✓ Live event shout-outs
- ✓ 4 Social Media Posts-1 pinned/1 yearly/1 week of
- ✓ Inclusion in all paid radio, print and television advertising
- ✓ Premiere Main Street Vendor Space

\$2,500

Gold Package

- ✓ Exclusive - 4 Available (Industry Exclusive)
- ✓ Premiere Side Stage Banner
- ✓ Live event shout-outs
- ✓ Sponsor Logo on website page
- ✓ 2 Social Media Posts - 1 yearly/1 week of
- ✓ Inclusion in all paid radio advertising



\$1,000

Silver Package

- ✓ Stage Banner
- ✓ Live event shout-outs
- ✓ Sponsor Logo on website page
- ✓ 1 Social Media Posts - 1 month of

\$500

Bronze Package

- ✓ Name Listed on joint sponsor signage on Main Street weekend of Fall Ride
- ✓ Name Listed on website page
- ✓ 1 Social Media Posts - 1 yearly

Business: _____

Contact Name: _____

Phone: _____

Contact Email: _____

Level: Platinum Gold Silver Bronze Other _____

Please remit a check and this form to: Tomahawk Main Street Fall Ride, 223 W Wisconsin Ave, Tomahawk, WI 54487
To be invoiced please scan and email this form to: director@tomahawkmainstreet.org
Or visit www.tomahawkmainstreet.org/fallride to complete online

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45th

ANNIVERSARY

2026 is the 45th Anniversary of the regional event. The 2026 Tomahawk Main Street Fall Ride Committee has an aggressive growth strategy to continue to increase the amount and caliber of our entertainment and adding more unique vendors to attract even more motorcycle enthusiasts to our next event September 17 - 19, 2026. In order to make our dreams a reality we will need to secure upward of **\$100,000** to offset the costs of licensing, insurance, security, entertainers, garbage collection, porta potties, staff and marketing to enhance an event that already has 45 year of success to live up to.

WHY PARTNER WITH US?

- ✓ Main Street Fall Ride is the longest running, consistent location of activities held during the weekend. Various organization have taken on the street activities over the years but it is a spot the bikers know will be fun and busy. We are here and we will remain here!
- ✓ Our robust business district gives attendees added value to their visit by offering shopping, restaurants, taverns and more.
- ✓ Reach an audience who:
 - ✓ has expendable income
 - ✓ displays brand loyalty
 - ✓ has a sense of adventure
 - ✓ is actively seeking products and services related to their passion.
 - ✓ has Wisconsin connections



Your brand & business becomes part of the history!