

CLUTCHES & K9S PRESENTS

THE FALL SHOWCASE 2026

Community Support & Sponsorship Opportunities

Saturday, October 17, 2026

1:00 PM - 7:00 PM

Segra Stadium | Fayetteville, NC

A community-first event bringing families, riders, nonprofits, local businesses, veteran resources, wellness organizations, vendors, entertainment, and a stationary bike show together at Segra Stadium.

Start the partner conversation: fallshowcase.live/partners

Instagram: @clutchesk9s

EVENT OVERVIEW

The Fall Showcase is designed as a community gathering built around connection, visibility, service, and shared experience. The event brings together families, motorcycle riders, local businesses, nonprofits, veteran resources, health and wellness organizations, vendors, entertainment, and a stationary bike show.

For partners, this is not just logo placement. It is a chance to stand inside a community moment and be recognized as part of the experience.

WHO YOU'RE REACHING

Fayetteville & Cumberland County Families Parents, children, and multi-generational households looking for a full-day community experience.	Motorcycle Riders & Enthusiasts Bike show participants, clubs, builders, and the broader riding community across the Fayetteville area.
Veterans, Service Members & Military-Connected Families The event includes veteran resources and a featured Service Dog Pass-Off moment.	Nonprofits & Community Leaders Organizations connected to health, wellness, advocacy, service, and community development.
Local Business Owners & Operators Businesses and operators already invested in Fayetteville and looking for authentic community connection.	Why This Matters Sponsors are positioned in front of communities gathered around shared values: family, service, motorcycles, dogs, local business, and community support.

SPONSORSHIP LEVELS

Community Supporter - from \$250

For businesses, individuals, and families who want to stand with the Showcase and be recognized as part of it.
May include: name listed in the Community Supporters section of the partner page; grouped social media thank-you when applicable; post-event recap acknowledgment; recognition on select supporter materials as space allows.

Bronze Partner - from \$500

Your logo in the room. Your name in the community conversation.
May include: logo or business name displayed in the Partners section at fallshowcase.live; clickable website link when provided; included in sponsor thank-you graphic; named or tagged in post-event recap content; included on select digital event materials when production timing allows.

Silver Partner - from \$1,000

Presence at the event, not just on the page.
May include: everything in Bronze; logo placement on event-day sponsor banner or select event materials; verbal acknowledgment from the MC at one major event moment; priority consideration for resource or community presence when applicable; larger logo treatment than Bronze on shared digital materials.

Gold Partner - from \$2,500

A featured presence your team will feel on event day and your audience will see online.
May include: everything in Silver; dedicated individual social media spotlight; enhanced logo position on event-day materials; multiple event-day MC acknowledgments; optional branded activation space, subject to CK9 review, layout, safety, and approval; larger presence in post-event recap recognition.

Platinum Partner - from \$5,000+

The premier-level commitment. Your brand woven into the event experience.
May include: premier logo placement across website, social graphics, event-day materials, and recap content; presenting or premier partner recognition during a major event moment; dedicated pre-event social recognition and event-day social coverage when applicable; premium activation consideration; featured recap recognition; post-event debrief conversation with CK9 leadership.

Not sure which level fits? Choose a starting point or use the form to begin a custom partnership conversation. The tiers are anchors, not limits.

RECOGNITION BREAKDOWN

<p>01 - Website Recognition</p> <p>Your name or logo may appear in the dedicated Partners section at fallshowcase.live. Bronze and above may receive clickable logo recognition when a website is provided.</p>	<p>02 - Social Media Thank-You</p> <p>Partners may be recognized through grouped or individual social content depending on tier, timing, and contribution type.</p>
<p>03 - Sponsor / Supporter Graphics</p> <p>Confirmed partners may receive a digital sponsor graphic that can be shared on their own channels.</p>	<p>04 - Event-Day MC Acknowledgment</p> <p>Select partners may be acknowledged during scheduled event moments. Examples may include Opening Showcase, bike award moments, family activity segments, or the Service Dog Pass-Off moment.</p>
<p>05 - Logo Placement on Select Materials</p> <p>Logo placement may appear on event-day, digital, or printed materials depending on tier, file submission timing, and production deadlines.</p>	<p>06 - Raffle or Giveaway Recognition</p> <p>Prize contributors may be acknowledged when their item is drawn, presented, or promoted.</p>
<p>07 - Event Recap Recognition</p> <p>Partners may be named, tagged, or included in post-event recap content after October 17.</p>	<p>08 - Optional Activation Space</p> <p>Activation space may be available for select partners, especially Gold and Platinum partners, subject to event layout, safety, timing, and CK9 approval. Activation space is not guaranteed unless confirmed in writing as part of the approved partner path.</p>

TIER COMPARISON MATRIX

Recognition	Supporter	Bronze	Silver	Gold	Platinum
Name recognition	Included	Included	Included	Included	Premier
Website recognition	Name	Logo/name	Enhanced	Enhanced	Premier
Clickable website link	-	Available	Available	Available	Available
Social thank-you	Grouped	Grouped	Included	Dedicated	Dedicated+
Sponsor graphic	Conditional	Included	Included	Included	Premier
Recap recognition	Included	Included	Included	Enhanced	Premier
Logo materials	Conditional	Conditional	Included	Enhanced	Premier
MC acknowledgment	-	-	1 moment	Multiple	Premier
Activation space	-	-	Conditional	Available*	Premium*
Post-event debrief	-	-	-	Available	Included

*Subject to layout, safety, timing, and CK9 approval.

FEATURED SUPPORT OPPORTUNITIES

Bike Show Class Sponsor - \$750

Sponsor one bike show award class: Best Sportbike, Best Cruiser, Best Custom, or People's Choice. Your brand is announced during the award moment and credited in post-event bike show results. Only four class sponsorships are available. First-come, first-assigned. This is the most visible single-moment sponsorship option.

Raffle / Giveaway Sponsor

Contribute a prize, product, service, gift card, branded merchandise, or experience for the raffle pool. Your brand may be acknowledged when the item is drawn or promoted.

Family Activities Sponsor

Support open-field activities, games, and family-friendly experiences. This is a strong fit for brands that serve families, households, children, recreation, wellness, or community life.

Veteran & Community Resource Supporter

Support veteran-connected programming, nonprofit participation, community resource visibility, wellness services, or service-focused organizations.

Guest Support Sponsor

Help fund guest comfort items, water stations, check-in materials, directional signage, or other operational needs that improve the attendee experience.

Printing, Signage, or Media Support

Support banners, programs, signs, sponsor graphics, photography, video, promotional materials, or recap content.

In-Kind Support Note

In-kind contributions are welcome when they support the event experience, guest comfort, operations, programming, promotion, or partner visibility. Recognition depends on contribution value, timing, usefulness, and event fit.

PROCESS, TIMELINE & PARTNER FIT

WHAT HAPPENS AFTER YOU SUBMIT

Step 1: Start the conversation. Submit the partner form or reply directly if this kit was sent to you.

Step 2: CK9 reviews fit and availability. The team reviews contribution type, timing, recognition availability, event needs, and brand alignment.

Step 3: Next steps are confirmed. Approved partners receive confirmation, contribution instructions, logo/file requests, and event-day information.

Step 4: Recognition begins once confirmed. Recognition begins based on tier, contribution type, timing, and agreed partner path.

FIRST-WAVE PARTNER TIMELINE

Early partners receive the strongest opportunity for pre-event visibility, sponsor graphics, event material inclusion, and layout consideration. First-wave partners receive the fullest pre-event recognition window. Mid-window partners receive digital and event-day recognition as production allows. Final-week partners may receive basic acknowledgment only, depending on timing and available materials. Production deadline: [Insert Date].

NOTE FOR VETERAN-OWNED AND MILITARY-CONNECTED ORGANIZATIONS

The Fall Showcase has deep roots in Fayetteville's military-connected community. Veteran-owned businesses, military-adjacent services, and organizations serving military families are especially encouraged to reach out. If you are not sure which partner path fits, start with the form and the CK9 team will help identify the right fit.

PARTNER VS. VENDOR

Partners support, fund, sponsor, resource, promote, or strengthen the event. Vendors sell products, food, apparel, or services during the event. If your goal is to support the event and receive recognition, use the partner path. If your goal is to sell on-site, use the vendor path.

SPONSOR FAQ & FINAL CTA

Can we sponsor with an in-kind contribution?

Yes. In-kind support may include raffle items, supplies, printing, signage, media services, guest comfort items, materials, or operational support. Recognition depends on contribution value, timing, usefulness, and event fit.

Can we choose which bike class we sponsor?

Bike Show Class Sponsor opportunities are first-come, first-assigned. Available classes include Best Sportbike, Best Cruiser, Best Custom, and People's Choice.

Do we need to attend the event to sponsor?

No. Some sponsors support the event through financial or in-kind contributions without attending. Event-day presence may be available for select tiers or approved activation opportunities.

Can we bring a table, display, or activation?

Activation space may be available for select partners, especially Gold and Platinum, subject to layout, safety, timing, and CK9 approval.

When do you need our logo?

Logo and file deadlines will be shared after confirmation. Early submission gives the best chance for inclusion in digital, printed, and event-day materials.

What logo files are preferred?

Preferred files include transparent PNG, SVG, EPS, or high-resolution PDF. A website URL and social media handle should also be provided when available.

Is sponsorship the same as being a vendor?

No. Sponsors support the event and receive recognition. Vendors sell products, food, apparel, or services on-site.

What happens if we submit close to the event?

Late partners may still be considered, but recognition may be limited based on production timing and available materials.

Does submitting guarantee approval?

No. Submission does not guarantee approval. Recognition is based on contribution type, value, timing, and event fit.

READY TO SUPPORT THE FALL SHOWCASE?

Choose a sponsorship level, sponsor a featured moment, contribute in-kind support, or start a custom conversation. Start here: fallshowcase.live/partners | Instagram: [@clutchesk9s](https://www.instagram.com/clutchesk9s)

Submission does not guarantee approval. Recognition is based on contribution type, value, timing, and event fit.