



PIRATE BIKE BUILD

SPONSORSHIP MATERIALS

www.piratebikebuild.com

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VISION

Redefining the gritty biker's tale...

Pirate Bike Build is a cast of real characters having fun and making an impact across America.

MISSION

To showcase a new kind of biker show experience – a television series directly targeted to the millions of everyday Americans. This show – **Pirate Bike Build** -- features a group of driven bike builders who with a bare-bones budget race against an impossible deadline to create an outrageous custom motorcycle and raffle it off for local charities each week.

Pirate Bike Build is a character-driven, gas-fueled drama. Each episode, three cycle-savvy industry veterans set out to craft a complete custom motorcycle in a week – begging, borrowing or bargaining for raw materials. After the drama of a week of assembly, the Pirates ride through the streets on a custom machine built to be raffled off and throw a blow-out party to benefit a local needy charity.

Pirate Bike Build will pull in a loyal audience like other motorcycle-related dramas such as American Chopper and Biker Build-Off. But Pirate Bike Build has a twist, a unique mission: each week, the drama of trying to assemble a bike with a crushingly short deadline and an unknown quantity of parts. As the Pirates travel around the country, they become our tour guides, sampling a bit of what every place has to offer. But what truly sets Pirate Bike Build apart is its cast of real characters and their hearts of gold, making an impact that is sure to resound beyond the cities and towns they visit each week.

THE SET-UP

Rolling into towns and cities across America with just an idea, a box of tools and a truckload of talent, three cycle-savvy industry veterans will set out to craft a complete custom motorcycle in a week. The story comes to life in Pirate Bike Build, a television series produced by My World Artists Productions. By the end of the week, the Pirates will find themselves riding on a custom machine built for the benefit of a needy charity. But it's not always a smooth road getting there. Disappointments will force their creativity and ingenuity and of course tempers will surely flare. Along the way, viewers will get a feel for the mayhem and meet some of the unique personalities and over-the-top dynamic that make up Pirate Bike Build.

IT ALL STARTED IN STURGIS

Sturgis, South Dakota, is a town that erupts each summer in a bacchanalia of high-octane motorcycle mania. Hardcore outlaw bikers rub shoulders with leather-clad attorneys, all drawn by a common love of hot chrome and the open road. As you stroll the rows of artisans, mechanics, and vendors filling the streets, you can imagine assembling an entire bike from parts scrounged, traded, borrowed and bartered. This year, a team of driven bike builders did just that...

By the end of that week, the Pirates were riding Sturgis on a custom \$35,000 machine built for the benefit of Hungry For Music. But it was no smooth road getting there. Log on to www.piratebikebuild.com and get a feel for the mayhem that is Sturgis and what it makes it the world's biggest biker party.

After the drama of assembly, the bike was raffled off to benefit Hungry For Music, a charity that enriches disadvantaged children's lives through music. The Pirates hosted a blow-out party and barbeque, featuring live jams by Nashville's Kevin Gordon (recently featured on HBO's True Blood) and The Tommy Lepson Band, who perform their hard-drivin' tune "Putty and Paint," the show's theme song.

THE SERIES

Pirate Bike Build takes the concept of last summer's Sturgis build on the road to cities across America (Baltimore, New York, Miami, Nashville, Chicago, Dallas, Phoenix, Las Vegas, Los Angeles, Seattle, etc) and major biker events (such as Daytona, Laughlin, Myrtle Beach and back to Sturgis). The narrative of each show follows a similar dramatic arc: In cities across the country, the Pirates roll into town with just their hands and hearts, rolling out at the end of a week with a bitchin' bike for charity.

Working with and scavenging from local vendors and artisans, the Pirates profile a local charity and highlight local flavor and personalities, sampling the food, music, and biking scenes everywhere they set up shop. Each episode casts local personalities—from the arts, media, celebrities -- even politics—along with the Pirates. At the close of each episode, the local charity benefits as the bike is raffled off at another uniquely Pirate blowout.

As of April 2009, The Pirates' *tentative* plan is to descend on Baltimore, Maryland.

YOUR OPPORTUNITY FOR SOMETHING NEW / HOW YOUR COMPANY CAN BENEFIT

Get in at the ground level and have an uncluttered chance to own this experience.

SHOWCASE YOUR BRAND

Market your brand on *Pirate Bike Build* in a way that lives up to the promise of your brand's product and image. Together we will create a vibrant way to integrate strategy and space designed to your brand's aesthetics.

ENGAGE + INTERACT WITH YOUR IDEAL AUDIENCE

Engage, interact and build relationships with an audience passionate about motorcycles, biking, travel and America.

ENJOY THE SPOTLIGHT

Enjoy event media coverage – newspapers, magazines, radio, TV and internet in addition to unique web presence via a dedicated Pirate Bike Build website - www.piratebikebuild.com - and editorial coverage and advertising from our participating media sponsors.

GIVE BACK

Join the Pirates along with their crazy crew of personalities – local bikers, musicians, artists, actors and even some law-abiding politicians as they get together to give back. At the close of each episode, a specially-chosen local charity benefits as the bike is raffled off at another uniquely Pirate blowout party event. Each Pirate bike will channel \$100,000 in donations to a local charity, making an impact that's sure to resound throughout the each local community.

PRESENTING SPONSORSHIP

- YOUR COMPANY *presents* Pirate Bike Build

Your Commitment:

- \$100,000 cash sponsorship *per* episode
- Internet advertising ad/banner and link URL to Pirate Bike Build
- Product/Prizes for pre-parties, gift bags, special events, bike giveaway party

Benefits:

- YOUR COMPANY name and YOUR COMPANY logo appearing as:
“YOUR COMPANY Presents PIRATE BIKE BUILD” or whenever the event title is used
- Opportunity to host giveaway party. *YOUR COMPANY presents* Pirate Bike Build Gives
- Opportunity to create integrated experience on PIRATE BIKE BUILD episodes
- Access to PIRATE BIKE BUILD database
- Numerous opportunities for exclusives (e.g. exclusive behind the scenes footage for your website and/or exclusive rights to a live feed from one of the shows)
- YOUR COMPANY logo placement / product placement integrated into the show
- YOUR COMPANY promotion in all press conferences and pre-events (product, print materials & logo)
- Front page banner/ad placement on PIRATE BIKE BUILD website with link to YOUR COMPANY website
- YOUR COMPANY name and logo placement on all pre and post media coverage
- Exclusive YOUR COMPANY exposure with local personalities—from the arts, media, even politics as well as celebrities and attendees *not to mention the* Pirates in photo op and interviews
- Product promotion opportunities in at all PIRATE BIKE BUILD related events and pre-parties
- Product sampling opportunities at The PIRATE BIKE BUILD giveaway party
- Logo gobo projection at The PIRATE BIKE BUILD Giveaway Party outside (production cost extra)
- Video featuring YOUR COMPANY presents PIRATE BIKE BUILD for future promotional use
- Exposure in all YOUR COMPANY presents PIRATE BIKE BUILD print advertisements
- Twenty-five (25) VIP passes for PIRATE BIKE BUILD Giveaway Party
- Large ad & link from PIRATE BIKE BUILD website opening page

PRESENTING SPONSORSHIP - YOUR COMPANY presents PIRATE BIKE BUILD

- Link from PIRATE BIKE BUILD website under “Sponsors Page”
- PR effort to promote features on sponsors via multiple media outlets (TV, radio, newspapers, blogs, etc.)
- YOUR COMPANY name and color logo acknowledging: *YOUR COMPANY Presents PIRATE BIKE BUILD* will appear on:
 - step + repeat at all venues
 - all press releases
 - print advertising
 - invitations
 - tickets
 - signage at special events
 - poster
 - website
 - email blasts
 - Pirate t-shirts/giveaway party crew t-shirts

MAJOR-LEVEL SPONSORSHIP

Your Commitment:

- \$25,000 cash sponsorship *per* episode
- Internet advertising ad/banner and link URL to Pirate Bike Build
- Product/Prizes for pre-parties, gift bags, special events, bike giveaway party

Benefits:

- Opportunity to be one of the hosts at the Pirate Bike Build giveaway party **(as available)**
- Opportunity to create integrated experience on PIRATE BIKE BUILD episodes **(as available)**
- Access to PIRATE BIKE BUILD database
- YOUR COMPANY logo placement / product placement integrated into the show **(as available)**
- YOUR COMPANY name on all pre and post media coverage
- YOUR COMPANY exposure with local personalities—from the arts, media, even politics as well as celebrities and attendees *not to mention the Pirates* in photo op and interviews
- Product promotion opportunities in at all PIRATE BIKE BUILD related events and pre-parties **(as available)**
- Product sampling opportunities at The PIRATE BIKE BUILD giveaway party **(as available)**
- Video featuring YOUR COMPANY presents PIRATE BIKE BUILD for future promotional use
- Ten (10) VIP passes for PIRATE BIKE BUILD Giveaway Party
- Ad & link from PIRATE BIKE BUILD website
- Link from PIRATE BIKE BUILD website under “Sponsors Page”
- PR effort to promote features on sponsors via multiple media outlets (TV, radio, newspapers, blogs, etc.)
- YOUR COMPANY name and color logo acknowledging: *YOUR COMPANY as a Major Sponsor of PIRATE BIKE BUILD* will appear on:
 - all press releases
 - print advertising
 - signage at special events
 - poster
 - website
 - Pirate t-shirts/giveaway party crew t-shirts

MEET THE PIRATES



Jerry



Steve



Dave



At the center of all the action is **Jerry Jackman**, a respected master bike builder with years of experience and miles under his belt. Jerry is at once freewheeling and focused, a calm exterior with a core of intensity that sees the project through some shaky moments. Jerry is no stranger to the Blitz-build—before opening his own shop he would compete with friends to see who could build a bike in the shortest time, with parts scavenged from anywhere they could get them.



Steve Harbin is Jerry's right-hand man, the hands-on talent turning the wrenches, and the stable foil for Jerry's high-spirited style. At once patient and wryly funny, Steve keeps an even keel while Jerry occasionally seems to spin his wheels. Steve is unflappably rooted, anchoring the sometimes-chaotic action of the frenzied build.



At the helm is **Dave Galinsky**, producer and inveterate biker. Dave brings an engaged on-camera presence, subtly steering the build in the right direction while giving Jerry and Steve space to flex their creative muscles. Dave's incisive commentary unifies; he is the Greek Chorus that oversees and defines the action, at once directing and providing subtle commentary.

CONTACT US:

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