

# The 2025 Florida Nature Coast Bike Fest



**Whispering Pines Park**

**Inverness, FL**

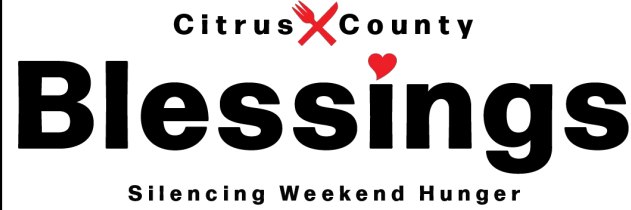
**March 14-16, 2025**





# The 2025 Florida Nature Coast Bike Fest

Charitable  
Beneficiary

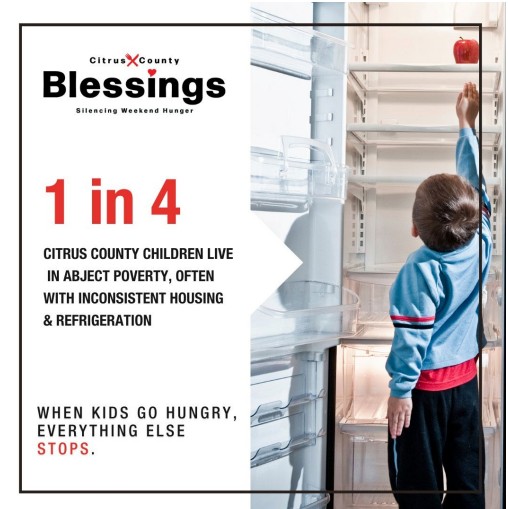


A staggering **71%** of children enrolled in Citrus County's public schools participate in the free and reduced price meal program.

It's obvious childhood hunger is prevalent issue in Citrus County. Citrus County Harvest operates a hunger relief program through 31 local schools, provides food during the summer months to impoverish children and participates in local food recovery efforts. As a 501 C (3) organization battling food insecurity since 1999, Harvest is helping kids get enough food to develop healthy bodies and pay attention in school.



# JAM the Truck!



Our goal is to collect 30,000 bottles of jelly for Citrus County children!!!



**Our Charities**

# **Florida Nature Coast**

## **Bike Fest**

**...“It’s about helping others”**

### **Past Beneficiaries**

**Gary Sinise Foundation**

**Operation Heart F.E.L.T (Feeding Empty  
Little Tummys)**

**Hernando County Growers Association**

**VFW8713 DD 2-14 Foundation**

**Florida Bikers Helping Florida Bikers**

**Rock Pink (Breast Cancer)**

**We Care Of Brooksville**

**Diva Angels**

**Mid Florida Community Services**

**Veterans For A Cause**

**A.B.A.T.E.**

**Moose Riders**

**K9 Partners for Patriots**

**Bikers for Boobies**

**Veterans H.E.A.T Factory**

**VFW 8713 Food Pantry**

**Hernando High School Boosters**

**Jessie’s Place**

**Citrus County Veterans Foundation**

# Hosted By



## In Partnership With





# Our Story

The Florida Nature Coast Bike Fest is a Florida 501-c3 non-profit Community Development and Charitable organization, founded and run by Motorcycle enthusiasts.

## Our Mission

**Support charities making a local impact and promote economic development through motorcycle culture and motorcycle related events.**

In 2018, the monthly “*Brooksville Bike Rally*” was started as a funding source and component of the Hernando County Growers Association, Inc. The weekly farmers market provided food insecurity solutions to the residents of Hernando, Citrus, Pasco, and Sumter counties and supporting local agriculture.

By 2020, the Rally had grown so significantly, and the farmers market developed into a true cooperative that the Hernando County Growers Association entered into a lease agreement with Hernando County Parks and Recreation and moved into the Little Rock Cannery.

In 2022, the monthly *Brooksville, Bike Rally* became the 3-day annual *Hernando County Bike Fest* and generated tens of thousands of dollars for charities including \$6,700 towards the construction of a Gary Sinise Foundation home for a disabled veteran.

In 2023, the Hernando County Bike Fest was renamed to the ***Florida Nature Coast Bike Fest***.

In 2024, the expanded *Florida Nature Coast Bike Fest* partnered with the City of Inverness and moved to its permanent home at Whispering Pines Park. It was attended by well over 15,000 people, and nearly 8,000 motorcycles.

The **2025 *Florida Nature Coast Bike Fest*** is joined by the Citrus County Tourist Development Council and promises to be the best yet. Be a part of your community’s growth and support local charities by partnering with us. The Bike Fest will be returning to Whispering Pines Park, 1700 Forest Dr, Inverness, FL 34453 Friday through Sunday, March 14-16, 2025 for our fourth annual motorcycle and music event. The Nature Coast spans eight counties including Wakulla, Jefferson, Taylor, Dixie, Levy, Citrus, Hernando, and Pasco putting The Nature Coast Bike Fest right in the middle, and offering an affordable Daytona style event without all the stress of city congestion and urban sprawl.



# Our Charter of Values

Our Charter of Values guides us and our partners in providing a safe, enjoyable and welcoming experience for motorcycle enthusiasts, non-riders, families and anyone who wants to support local charities.

These principles establish the ground rules for what we believe to be honest, moral and responsible participation our Board members and volunteers.

**Everyone is a volunteer. We do these things for the love of our community, our friends and the ride. No one can be compelled to action.**

**Uphold the American values of Life, Liberty and the Pursuit of Happiness. Everyone has a right, equal and fair, regardless of race, color, creed, sex or orientation.**

**We are a team. Because we share the same values and goals, we will find a way to work together towards that end and not let petty differences come between our professional endeavors.**

**Charity is a gift. We tell what is needed, and ask only for consideration, no matter how noble we may see our mission, it is ours and no one else's. No one will judge those whose gift is greater or less than another.**

**Humility. We remain grateful for the opportunity to serve something bigger than ourselves and take away only the satisfaction of having given what cannot be taken and receiving what can only be earned.**

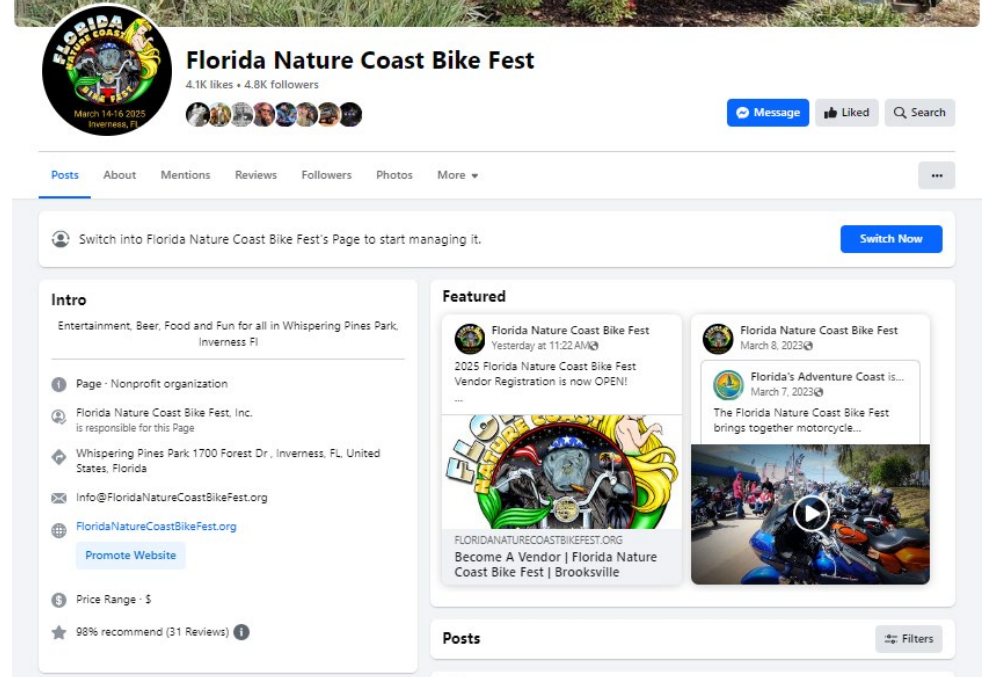


# The 2025 Florida Nature Coast Bike Fest

In an effort to continually improve the value and impact of the Florida Nature Coast Bike Fest, the following initiatives and components will be included in the 2025 event season.

## Marketing:

- **Social Media and Web Site.** Sponsors will benefit from weekly content and updates reaching nearly 1,00,000 views on Facebook, Instagram, X (Twitter), YouTube and the FLNCBF website combined.





# The 2025 Florida Nature Coast Bike Fest

In an effort to continually improve the value and impact of the Florida Nature Coast Bike Fest, the following initiatives and components will be included in the 2025 event season.

## Marketing:

- **The Ratty Rag.** A minimum of 30,000 copies (minimum 16 page) will be distributed from January through March, featuring sponsor recognition, event schedule, vendor map, area guide, featured articles about the FLNCBF, sponsors, partners. The publication will feature stories contributed by recognized local authors about the Nature Coast and area attractions, as well as a community events calendar spanning January through April.



**Event Posters.** Event posters are placed in a wide variety of businesses, restaurants and other locations.

**Radio.** The Bike Fest is advertised with sponsor recognition on Hits 106, 96.7 The Fox Classic Rock, Z103 Nature Coast Country, and Citrus 95.3.

**Digital Calendars and Websites.** The Bike Fest is featured on hundreds of local, regional and national motorcycle, community and festival event calendars.





# The 2025 Florida Nature Coast Bike Fest

## Venues

Whispering Pines Park boasts 290-acres of natural beauty and wildlife just one minute and under a mile from Historic Downtown Inverness. Well wooded it features hiking trails, a wide variety of athletic facilities, a community pool, children's playground, multiple pavilions and ample parking surrounding the event area.

Safe and secure with plenty of light and direct access to a controlled intersection on State Road 44, the park is easy to reach from any direction.



### New Playground at Whispering Pines Park



Now Open!





# The 2025 Florida Nature Coast Bike Fest

## Whispering Pine Event Map





# The 2025 Florida Nature Coast Bike Fest

## Attractions



Our feature attraction is *Big Daddy Rat's World Famous Rat's Hole Custom Bike and Chopper Show*.

The longest running show of it's kind with 36 years in Sturgis, South Dakota and 52 years in Daytona, FL.

This 10 class show draws thousands of visitors just to get a look at some of the most unique bikes in the world.

This is the same Thrill Show that your grandparents took your parents to see at the Carnival when they were kids! There are very few things that do not change and a Wall of Death Thrill Show is one of them!

Dedicated to the preservation of the lost art of traveling carnival family entertainment, we use antique and vintage Indian and Harley Davidson motorcycles and racing go-karts as have been used in Wall of Death Shows for 100 years!





# The 2025 Florida Nature Coast Bike Fest Entertainment

## Friday

Beer City Boys  
Mrs. Red  
Shakes Society

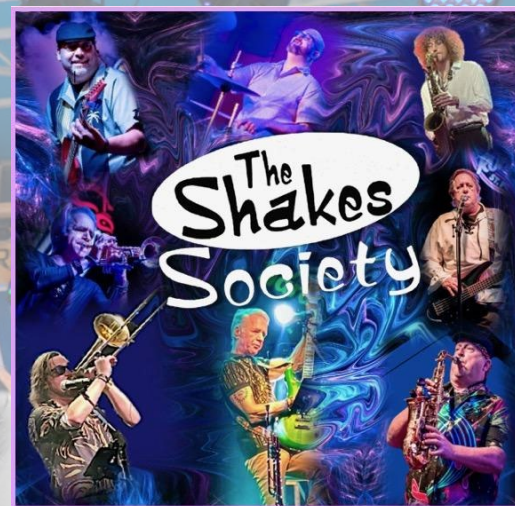
## Saturday

Electric Chaos  
Old Skool Bandits  
Nickoloff  
Welcome to Destruction

## Sunday

Jeff Vitolo

Saturday night headliner *"Welcome To Destruction"*, is the most epic Guns N' Roses experience, delivering the definitive GNR show, performing the Appetite For Destruction from beginning to end including some of GNR's greatest hits from the GNR catalog.





# The 2025 Florida Nature Coast Bike Fest

## Retail Vendors



With room for over 120 vendors and exhibitors, there's certainly something for everyone!



# The 2025 Florida Nature Coast Bike Fest

## Food Vendors





# The 2025 Florida Nature Coast Bike Fest

## Amenities



The Florida Nature Coast Bike Fest features two bars offering beer, wine, pre-mixed cocktails and a variety of non-alcoholic options.



Climate controlled comfort stations are available as well as portable toilets and park bathroom facilities.



The Bike Fest also features a first aid station on site, a hospitality tent with seating and complimentary bottled water, lost and found and two onsite ATM's.



Handicap accessible motorcycle only parking is available inside the main event as well as automotive accessible parking at the pedestrian entrance.





# Host Sponsor

The “*Host*” sponsor is category exclusive and will be included in all printed, digital, video and radio promotions. The sponsor will receive custom event space to meet their needs and preferences. Sponsor’s name or logo will appear on all event signage, internal and external.

## **Additional considerations:**

- Appear on all pages of the web site with hyperlink redirects.
- Full logo on the sponsor recognition page.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- “Event hosting” invitation on Facebook.
- Content contributor access to all social media platforms.
- Six FLNCBF managed/scheduled sponsor provided content posts per week through April 2025 on all platforms.
- Unlimited YouTube contributions
- The sponsor will be credited on all radio or video/television promotions.
- The sponsor will be credited on the cover of the *Ratty Rag* and receive one half page and two quarter page full color placements, plus top billing and “Hosted By” on the sponsor recognition page, centerfold map, vendor directory and entertainment schedule.
- The sponsor will be credited on the event poster, official event shirt, postcards, rack cards, event banners and all other printed materials.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Not Available**





# Presenting Sponsor

The *“Presented By”* sponsor is category exclusive and will be included in all printed, digital, video and radio promotions. The sponsor will receive custom event space to meet their needs and preferences. Sponsor’s name or logo will appear on all event signage, internal and external.

## **Additional considerations:**

- Appear on all pages of the web site with hyperlink redirects.
- Full logo on the sponsor recognition page.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- “Event hosting” invitation on Facebook.
- Content contributor access to all social media platforms.
- Four FLNCBF managed/scheduled sponsor provided content posts per week through April 2025 on all platforms.
- Unlimited YouTube contributions
- The sponsor will be credited on all radio or video/television promotions.
- The sponsor will be credited on the cover of the *Ratty Rag* and receive two full page, color placements, plus top billing and “Presented By” on the sponsor recognition page, centerfold map, vendor directory and entertainment schedule.
- The sponsor will be credited on the event poster, official event shirt, postcards, rack cards, event banners and all other printed materials.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$20,000**

*One Available*



# Partner Sponsor

The *“In Partnership With”* sponsor is category exclusive and will be included in all printed, digital, video and radio promotions. The sponsor will receive custom event space to meet their needs and preferences. Sponsor’s name or logo will appear on all event signage, internal and external.

## **Additional considerations:**

- Appear on all pages of the web site with hyperlink redirects.
- Full logo on the sponsor recognition page.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- “Event hosting” invitation on Facebook.
- Content contributor access to all social media platforms.
- Four FLNCBF managed/scheduled sponsor provided content posts per week through April 2025 on all platforms.
- Unlimited YouTube contributions
- The sponsor will be credited on all radio or video/television promotions.
- The sponsor will be credited on the cover of the *Ratty Rag* and receive one full page and one half page, color placement, plus “In Partnership With” on the sponsor recognition page, centerfold map, vendor directory and entertainment schedule.
- The sponsor will be credited on the event poster, official event shirt, postcards, rack cards, event banners and all other printed materials.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$15,000**

*Two Available*



# Extreme Bagger

## Special Attraction Sponsor

The “*Extreme Bagger*” special attraction sponsor is category exclusive and credited “Brought to You By” for the chosen attraction. The sponsor will be included in all printed, digital, video and radio promotions. The sponsor will receive custom event space to meet their needs and preferences. Sponsor’s name or logo will appear on all event signage, internal and external.

### Additional considerations:

#### Attractions considered:

#### Headliner Bands, Stunt Shows, Demonstrations, Sound Competition, Games, etc.

- Appear on landing, sponsor recognition and attractions pages of the web site with hyperlink redirects.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- “Event hosting” invitation on Facebook
- Content contributor access to all social media platforms.
- Two FLNCBF managed/scheduled sponsor provided content posts per week through April 2025 on all platforms.
- Unlimited YouTube contributions
- The sponsor will be credited on all radio or video/television promotions.
- The sponsor will be credited throughout the *Ratty Rag* and receive one full page, color placement, plus “Brought to you by” credit on the appropriate events and schedule listing, listing on the sponsor recognition page, centerfold map (attraction space), vendor directory and entertainment schedule (event attraction).
- The sponsor will be credited on the event poster, postcards, and rack cards.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$10,000**

*Four Available*



# Super Radical

The “*Super Radical*” sponsor is credited “Special Thanks To” and will be included in all printed, digital, video and radio promotions. The sponsor will receive custom event space to meet their needs and preferences.

## **Additional considerations:**

- Appear on landing, sponsor recognition and attractions pages of the web site with hyperlink redirects
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- “Event hosting” invitation on Facebook
- Content contributor access to all social media platforms.
- Two FLNCBF managed/scheduled sponsor provided content posts per week through April 2025
- Unlimited YouTube contributions
- The sponsor will be credited on all radio or video/television promotions.
- The sponsor will be credited throughout the *Ratty Rag* and receive one half page, color placement, plus “Special thanks to” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor will be credited on postcards and rack cards.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$7,500**

*Two Available*



# Radical

The “*Radical*” sponsor is credited “Hospitality Sponsor” and will be included in all printed, digital, and video promotions. The sponsor will receive custom event space within the hospitality tent to meet their needs and preferences.

## **Additional considerations:**

- Appear on landing, sponsor recognition, lodging and attractions pages of the web site with hyperlink redirects.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- Content contributor access to all social media platforms.
- One FLNCBF managed/scheduled sponsor provided content post per week through April 2025 on all platforms
- Unlimited YouTube contributions.
- The sponsor will be credited throughout the *Ratty Rag* and receive one quarter page, placement, plus “sincere gratitude” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor will be credited on postcards and rack cards.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$5,000**

*Two Available*



# Custom

The “*Custom*” sponsor is credited “Sincere Gratitude” and will be included in all digital and video promotions. The sponsor will receive 20’ x 20’ event space to meet their needs and preferences.

## **Additional considerations:**

- Appear on landing, sponsor recognition and attractions pages of the web site with hyperlink redirects
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- Content contributor access to all social media platforms.
- One FLNCBF managed/scheduled sponsor provided content post per two weeks through April 2025
- Unlimited YouTube contributions
- The sponsor will be credited throughout the *Ratty Rag* and receive one quarter page, placement, plus “sincere gratitude” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor will be credited on postcards and rack cards.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$2,500**



# Rat Bike

The *“Rat Bike”* sponsor is credited “Sincere Gratitude” and will be included in all digital and video promotions. The sponsor will receive 20’w x 10’d event space to meet their needs and preferences.

## **Additional considerations:**

- Appear on landing and sponsor recognition pages of the web site with hyperlink redirects
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- One FLNCBF managed/scheduled sponsor provided content post per month through April 2025
- Unlimited YouTube contributions
- The sponsor will be credited throughout the *Ratty Rag* and receive one quarter page, placement, plus “sincere gratitude” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor will be credited on postcards and rack cards.
- The sponsor may place an unlimited number of sponsor provided event banners, signs or other appropriate promotional materials throughout the event as appropriate.

**Investment: \$1,250**



# Sportster

The “*Sportster*” sponsor is credited “Sincere Gratitude” and will be included in all digital and video promotions. The sponsor will receive 10’w x 10’d event space to meet their needs and preferences.

## **Additional considerations:**

- Appear on the sponsor recognition and vendor pages of the web site with hyperlink redirects.
- Featured heavily on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- Two FLNCBF managed/scheduled sponsor provided content posts on all platforms.
- Unlimited YouTube contributions.
- The sponsor will be credited throughout the *Ratty Rag* and receive “sincere gratitude” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor may place a sponsor provided event banner, signs or other promotional materials throughout the event as appropriate.

**Investment: \$750**





# 1000cc

The “1000cc” sponsor is credited “Sincere Gratitude” and will receive the following considerations

## **Additional considerations:**

- Appear on the sponsor page of the web site with hyperlink redirects.
- Featured on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- Two FLNCBF managed/scheduled sponsor provided content posts on all platforms
- Unlimited YouTube contributions.
- The sponsor will be credited throughout the *Ratty Rag* and receive “sincere gratitude” credit listing on the sponsor recognition page, and vendor directory.
- The sponsor may place a sponsor provided event banner, signs or other promotional materials throughout the event as appropriate.

**Investment: \$500**



# 1 to 1000cc

The “1 to 1000cc” sponsor is credited “Sincere Gratitude” and will receive the following considerations

## **Additional considerations:**

- Appear on the sponsor page of the web site with hyperlink redirects.
- Featured on social media channels to include Facebook, Instagram, “X” (Twitter), and You Tube.
- One FLNCBF managed/scheduled sponsor provided content post per platform.
- The sponsor will be credited throughout the *Ratty Rag* and receive “sincere gratitude” credit listing on the sponsor recognition page.
- The sponsor may place a sponsor provided event banner, signs or other promotional materials throughout the event as appropriate.

**Investment: \$250**



# Ratty Rag Advertising

<b>Ratty Rag Advertising Rates</b> 30,000 Hard Copy Distribution (Jan - Mar) Plus Online Edition With Live Links Free 1/8 <sup>th</sup> Page ad for vendors with a deposit paid before October 31st.	<b>Full Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>	<b>1/8 Page</b>	Full color placements available. \$50 premium per 1/4 page for full color placement
	<b>\$750</b>	<b>\$350</b>	<b>\$200</b>	<b>\$100</b>	

\* Additional ad space may be combined with early registration/sponsor consideration ad space.

	W (in.)	H (in.)		W (in.)	H (in.)
Full Page	10.375	16.250	1/8 Page	2.594	4.063
1/2 Page	10.375	8.125	1/16 Page	1.297	2.031
1/4 Page	5.188	8.125			