

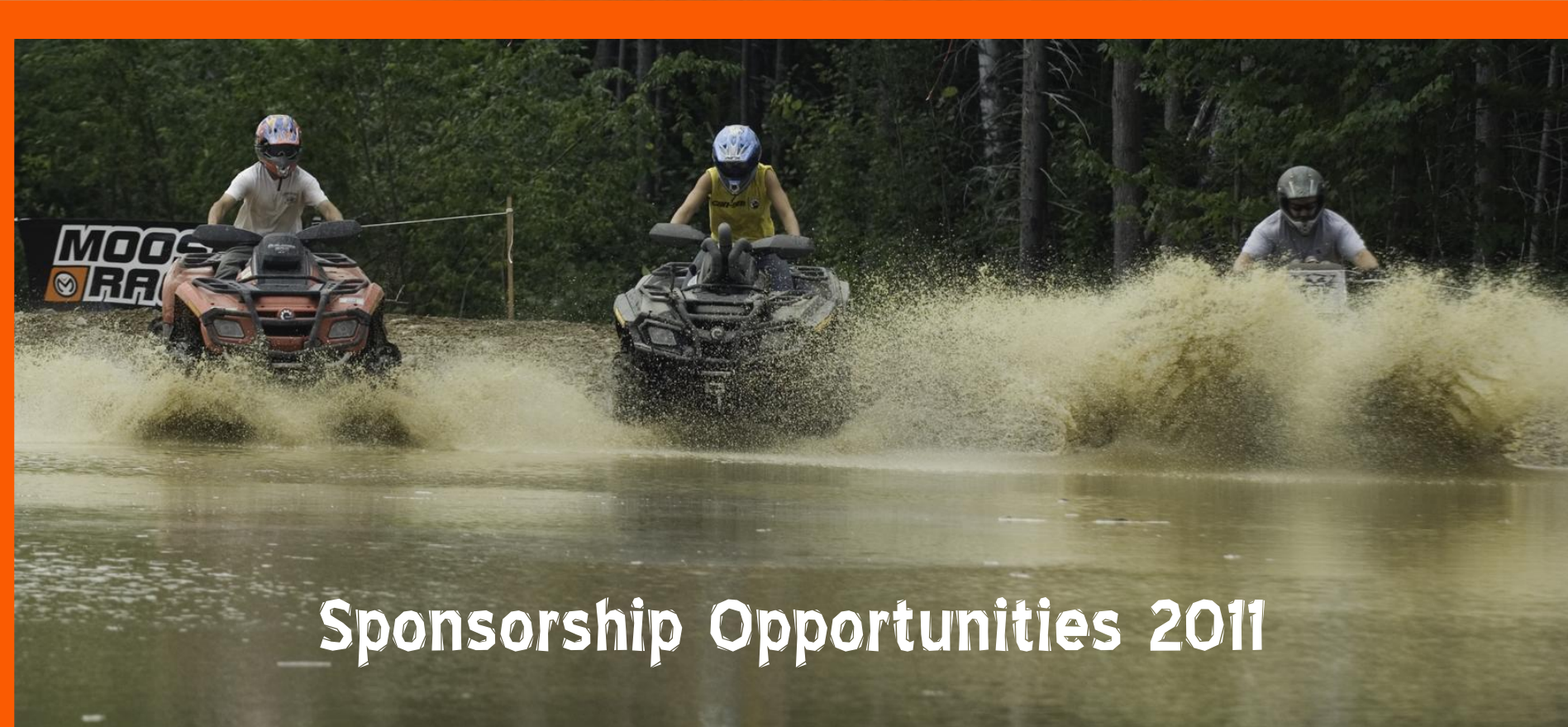
Be a part of the trails, the dirt,  
the mud, and the fun...

At the 2<sup>nd</sup> Annual

**can-am**



**Jericho ATV**  
**Festival**



**Sponsorship Opportunities 2011**

July 30-31, 2011 © Jericho Mountain State Park © Berlin, New Hampshire

# Introduction

In July 2010, Jericho Mountain State Park was home to the first Jericho ATV Festival. The event was conceived and developed across a broad coalition of partners that included State and regional agencies, local ATV clubs, and marketing firms, and was created to both generate awareness of the park and promote recreation and economic development in the greater Berlin, NH region.

In its first year, the event was deemed a success as it attracted

- ⊙ An estimated 2,000 event attendees
- ⊙ A Title Sponsor (Can-Am) and Presenting Sponsor (Absolute PowerSports)
- ⊙ Several ATV dealerships as Supporting Sponsors (Dalton Mountain Motorsports, Freedom Cycle, Jericho Motorsports, Profile Powersports)
- ⊙ Numerous vendors and advertisers
- ⊙ A lot of enthusiasm and excitement for the 2011 event on the part of spectators, sponsors, vendors and advertisers alike.

With changes designed to attract more riders and guests, and to provide greater opportunities for ROI for sponsors, vendors and advertisers, we are confident that you will want to be a part of this year's Can-Am Jericho ATV Festival.



# Plans for the 2011 Event

This year's event will take place the weekend of July 30-31, 2011.

Important changes and additions are expected to draw bigger crowds, provide greater control to event organizers, and provide more leads, brand exposure and sales opportunities to sponsors, vendors and advertisers.

- ⊙ Sponsor-Vendor Corral will be located on same side of access road as the mud pit
  - One central location for all non-trail-riding activities
  - Attendees can easily mingle with sponsors and vendors while being close to mud pit action
- ⊙ Main event will be the Jericho Mud Races
  - Team High Lifter/Polaris Racing will participate in event, racing against other race participants, offering rides for kids, and more (High Lifter is considered *the* authority in mud racing and is followed by millions of people nationwide)
  - Pre-registration for event will begin and be promoted months prior to event to attract a large competitor field and awareness of event
- ⊙ Demo rides, displays, sales
  - At least one manufacturer, Can-Am, will be on hand with a fleet of ATVs for festival goers to test drive
  - Those sponsors and vendors with product to sell can now arrange an end-of-day pick-up, as the entire road and upper parking lots will be open to vehicles (not towing trailers)
- ⊙ Attendees will be charged a small entry fee, but once again ATVs will not be required to have a NH State registration to ride the trails.
  - Riders will be asked to fill out an event registration form in order to get an event wristband (allows non-registered riders to ride on park & city trails during event weekend)
  - Registration form will request rider demographic information



# Event Promotion

The festival's promotional efforts will focus primarily on bringing the message to where the riders are. Details are still being worked out, but below are some of the strategies we will use to promote the event:

- ⊙ Regular postings on ATV forums throughout NH, ME, MA, VT, RI, CT
- ⊙ Leverage partners such as High Lifter, Can-Am, and others by requesting mentions, logos and links on their websites and/or in their e-newsletters.
- ⊙ Develop a Facebook fan page and Twitter account that, along with event website ([jerichoatvfestival.com](http://jerichoatvfestival.com)), will post news and information about the event.
- ⊙ Request dealer and other off-road industry partners to display event posters in their shops and to talk up event to their patrons; post event and link on their websites
- ⊙ Contact ATV and dirt bike clubs throughout New England regarding event; send information and posters to share with members
- ⊙ Event listings on New Hampshire tourism and ATV-specific event calendars
- ⊙ Radio partners (TBD) – ads, consumer promotions, possible live remotes
- ⊙ Issue press releases monthly to bi-weekly beginning in March
- ⊙ Local and regional advertising in weekend newspapers (TBD)



# Sponsorship Opportunities

The following grid outlines sponsorship opportunities for the 2011 Can-Am Jericho ATV Festival. PLEASE NOTE that we are able and willing to work with you to develop a customized program to help you meet your sponsorship goals.

Benefit	PREMIER SPONSOR \$2,000	DEALER SPONSOR \$1,000	SILVER SPONSOR \$ 750	BRONZE SPONSOR \$500
On-Site Set-Up/Display Space	Up to 60' x 20' (or 1200ft <sup>2</sup> )	Up to 60' x 20' (or 1200ft <sup>2</sup> )	Up to 30' x 20' (or 600ft <sup>2</sup> )	Up to 20' x 20' (or 400ft <sup>2</sup> )
Event Program: Ad plus Sponsor Recognition	Full page ad (5" x 8")	Half page ad (5" x 3.875")	Half page ad (5" x 3.875")	Quarter page ad (2.375" x 3.875")
Print Marketing – logo placement (poster, print ads, registration materials, event banner, etc.)	"Premier Sponsor" listing in sponsor recognition sections	"Preferred Event Dealer" in sponsor recognition sections	Third level representation in sponsor recognition sections	Forth level representation in sponsor recognition sections
Banner Placement (supplied by sponsor, hung by staff)	10 banners	6 banners	4 banners	2 banners
Website – inclusion on "Sponsors" webpage w/ link to sponsor URL	"Premier Sponsor" listing on Sponsor page w/ max. 50-word write-up	"Preferred Event Dealer" listing on Sponsor page w/ contact info & store hours	Silver Sponsor recognition on Sponsor page	Bronze Sponsor recognition on Sponsor page
Communications (inclusion in press release, forum postings, Facebook & Twitter updates, etc.)	Yes	Yes	Yes	Yes
Live Reads during Mud Races	Yes. Recognition plus one (1) :30 commercial read by MC during each round	Yes. Recognition plus one (1) :15 commercial read by MC during each round	Yes. Recognition as Silver Sponsor by MC during each round	Yes. Recognition as Bronze Sponsor by MC during each round

# Vendor Displays, Ads & More

Other ways to get your brand involved in the festival include being on site as a vendor and/or placing an advertisement in our event program. Forms that include additional details can be requested separately; however, for your convenience, basic guidelines are provided below.

**Vendor/Display Space** – in addition to onsite space, vendors receive a listing with link on event website and listing under “Vendors” in event program. Vendors requiring electricity will be charged an additional \$50 for the weekend. Discounted ad rates are also available for vendors; please ask for pricing options.

- ⦿ Dealer Display – up to 60’ x 20’ (or 1200ft<sup>2</sup>) - \$650
- ⦿ Large Vendor Display – up to 20’ x 10’ (or 200ft<sup>2</sup>) - \$400
- ⦿ Small Vendor Display – up to 10’ x 10’ (or 100ft<sup>2</sup>) - \$200
- ⦿ Food Vendor - \$100 flat rate

**Advertisement in Event Program** – for an additional fee, we can create your ad for you.

- ⦿ Full page ad – 5” x 8” - \$200
- ⦿ Half page ad – 5” x 3.875” - \$150
- ⦿ Quarter page ad – 2.375” x 3.875” - \$100
- ⦿ Eighth page ad – 2.375” x 1.875” - \$75

## Lodging & Restaurants

- ⦿ Lodging properties & restaurants offering special pricing to festival goers will receive a complimentary listing of their establishment & offer on our “Stay & Eat” web page.

# Make a Splash (a mud splash, that is...)

The Can-Am Jericho ATV Festival event organizers are committed to ensuring that your investment in our event is one you'll look forward to making year after year.  
Call us today to start planning your event weekend.

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