

Bloomsburg, PA, July 12-14  
Indianapolis, IN, September 13-15

### NAME IN TITLE - PRICE ON REQUEST

- + Sponsor name and or logo appears prominently before name of the event
- + Name and/or logo inclusion in event logo
- + Company name included in event name in all social posts once signed contract is received\*
- + TV, Radio, advertising, and marketing inclusion (contract must be received at least 8 weeks prior to event)
- + 2 dedicated email blasts promoting title sponsor (client-supplied)
- + 2 dedicated posts across Facebook & Instagram
- + TV, Radio, advertising, and marketing inclusion
- + 80x30 Display Space in premier location
- + 20 banner placements at event (3'x8')\*
- + 20 PA reads per event
- + 100 complimentary tickets
- + Premier event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

### PRESENTING SPONSOR - PRICE ON REQUEST

- + Name and/or logo inclusion in event logo
- + TV, Radio, advertising, and marketing inclusion (contract must be received at least 8 weeks prior to event)
- + Company name included in event name in all social posts once signed contract is received
- + 2 dedicated email blasts promoting presenting sponsor (client-supplied)
- + 2 dedicated posts across Facebook & Instagram
- + 80x30 Display Space in premier location
- + 15 banner placements at event (3'x8')\*
- + 10 PA reads per event
- + 70 complimentary tickets
- + Premier event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

### OFFICIAL PRODUCT: \$8,000

- + Named as Official Product of the 4Wheel Jamboree
- + Official product logo created by Bonnier and placed on event website
- + 2 dedicated posts across Facebook & Instagram
- + 10 Preshow tag inclusions on social media\*\*
- + 10 Banner placements at event (3'x8')\*
- + 8 PA reads per event
- + 25 Complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client-supplied)

### RIDE & DRIVE SPONSOR: \$7,500 (TRACK BUILD NOT INCLUDED)

- + Naming rights to the Ride & Drive area
- + Name and/or logo inclusion in the Ride & Drive logo
- + 1 dedicated email blast promoting Ride & Drive
- + 2 dedicated posts across Facebook & Instagram
- + 15 Preshow tag inclusions on social media\*\*
- + 12 banner placements at event (3'x8')\*
- + 10 PA reads per event
- + 30 complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)

All packages priced per event

\*banners supplied by sponsor

\*\* Guaranteed social inclusions if contract is signed 30 days prior to each show. Copy and creative provided by sponsor.

### SHOW-N-SHINE: \$7,500

- + Naming rights to SHOW-N-SHINE
- + Name and/or logo inclusion in all SHOW-N-SHINE promotion
- + Name inclusion on all SHOW-N-SHINE awards (General Tire has 1 SHOW-N-SHINE vehicle winner trophy)
- + Name mention throughout awards ceremony and stage mentions of SHOW-N-SHINE Competition
- + 2 dedicated email blasts promoting SHOW-N-SHINE Competition
- + 10 preshow tag inclusion in social media\*\*
- + 2 tear drop signs at stage
- + 8 additional banner placements throughout event (3'x8')\*
- + 30 complimentary tickets
- + 1 Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client-supplied)

### INFIELD RACING, MONSTER TRUCK

#### SHOW SPONSOR: \$6,000

- + ONLY 5 OPPORTUNITIES AVAILABLE
- + Named as one of the infield sponsors (exclusive options also available)
- + Name mention throughout day during show
- + 10 preshow tag inclusion in social media\*\*
- + 10 banner placements in infield (3'x8')\*
- + 5 additional banner placements throughout event (3'x8')\*
- + 6 PA reads per day
- + 20 complimentary tickets
- + 1 Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client-supplied)

### ENTERTAINMENT STAGE: \$5,000

- + Naming rights to the Entertainment Stage
- + Name and/or logo inclusion in all Entertainment Stage promotion
- + 1 dedicated post across Facebook & Instagram
- + 10 Preshow tag inclusions on social media\*\*
- + 10 banner placements at event (3'x8')\*
- + 8 PA reads per event
- + 25 complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client-supplied)
- + Opportunity for customized stage activation, such as "ask the experts," a custombuild, or Sweepstakes prize giveaway
- + Branded stage microphones with company logo

### EVENT LEVEL SPONSOR: \$4,000

- + 10 Preshow tag inclusions on social media\*\*
- + 6 banner placements at event (3'x8')\*
- + 8 PA reads per event
- + 20 complimentary tickets
- + Enhanced event map listing and logo inclusion (contract must be received at least 8 weeks prior to event)
- + 1 Inclusion of materials in participant swag bags (client-supplied)

### CUSTOMIZE YOUR PACKAGE

Our team can work to develop a fully customized package to help your company achieve its marketing and sales objectives. Contact your sales representative or [info@4wheeljamboree.com](mailto:info@4wheeljamboree.com) to discuss custom sponsorships opportunities.



# 2024

## 4-WHEEL JAMBOREE SPONSORSHIP AND EXHIBIT OPPORTUNITIES

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### EXHIBIT AND VALUE PACK OPPORTUNITIES

Exhibiting onsite at our events, places your products in front of thousands of motorsports enthusiasts with buying power.

### EXHIBIT SPACE RATES

#### OUTDOOR SPACE

\$2.50 per sq. ft. Bloomsburg  
\$2.25 per sq. ft. Indianapolis

Non-endemic exhibitors are subject to higher rates. Contact your sales representative or [info@4wheeljamboree.com](mailto:info@4wheeljamboree.com)



### FULL SHOW IMMERSION PACKAGE: \$1,199 (BEFORE, DURING & AFTER SHOW EXPOSURE)

- + 1 highlighted story posted on Facebook & Instagram during show \*
- + 1 inclusion on preshow email\*
- + 8 Preshow tag inclusions on social media\*\*
- + 2 entry gate branding (3'x8')\*
- + 4 branded tear drop signs
- + 2 vinyl floor graphics
- + 10 PA reads per event
- + 1 logo Inclusion on event map (contract must be received at least 8 weeks prior to event)

### BRAND RELEVANCE: \$799

- + 5 Preshow tag inclusions on social media\*\*
- + 1 inclusion in preshow email blast
- + 1 entry gate branding (3'x8')\*
- + 2 branded tear drop signs
- + 5 PA reads per event

### BOOTH AWARENESS: \$399

- + 3 Preshow tag inclusions on social media\*\*
- + 1 entry gate branding (3'x8')\*
- + 2 PA reads per event

All packages priced per event

\*banners supplied by sponsor

\*\* Guaranteed social inclusions if contract is signed 30 days prior to each show. Copy and creative provided by sponsor.

