

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 sales@bonnierevents.com to discuss custom sponsorships opportunities.

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 sales@bonnierevents.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.

