



2023

SAND SPORTS SUPER SHOW

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Costa Mesa, CA | 24th Annual

Friday, September 17 - Sunday, September 19

NAME IN TITLE SPONSOR - 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 social posts across Facebook and Instagram
- + 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
- + 1 dedicated email blast promoting presenting sponsor (client-supplied)
- + 2 dedicated social posts across Facebook and 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: \$10,000

- + Named as Official Product of the Sand Sports Super Show
- + 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)
- + Opportunity to include official product, as appropriate, in event design and setup

ENTERTAINMENT STAGE: \$10,000

- + 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
- + Event map pin highlighting sponsor's naming rights to stage (contract must be received at least 8 weeks prior to event)
- + Opportunity for programmed stage activation, such as "ask the experts," a custom-build, or Sweepstakes prize giveaway
- + Branded stage microphones with company logo

EVENT LEVEL SPONSOR: \$8,500

- + 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)

RIDE & DRIVE SPONSOR: PRICE ON REQUEST (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)

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.

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.

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SALES@BONNIEREVENTS.COM | SANDSPORTSSUPERSHOW.COM



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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

INDOOR SPACE

\$9.00 per sq. ft.

(100 sq. ft. increments; traffic on one side)

Corner Booths: \$125 additional

(traffic on two sides)

OUTDOOR SPACE

\$4.35 per sq. ft.

Vehicle Add-on: \$350 each (must be purchased in conjunction with a booth or sponsorship)

Non-endemic exhibitors are subject to higher rates. Contact your sales representative or sales@bonnierevents.com



FULL SHOW IMMERSION PACKAGE: \$3,999 (BEFORE, DURING & AFTER SHOW EXPOSURE)

- + 1 dedicated social post across Facebook & Instagram preshow
- + 1 inclusion on preshow email
- + 1 highlighted story posted on Facebook & Instagram during show
- + 1 inclusion on postshow social post
- + 8 preshow tag inclusions on social media**
- + 2 entry gate branding (3'x8')*
- + 4 branded tear drop signs
- + 3 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: \$1,999

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

BOOTH AWARENESS: \$999

- + 3 Preshow tag inclusions on social media**
- + 1 entry gate branding (3'x8')*
- + 1 vinyl floor graphic
- + 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.

Don't forget to take advantage of our Sand Sports Super Swap, Saturday, May 20, 2023 at the OC Events Center. For more info contact your sales rep. SALES@BONNIEREVENTS.COM