

The logo for the UTV Takeover 2K24 Tour is centered in the upper half of the image. It features the letters 'UTV' in a large, bold, bright green font with a black outline. Below 'UTV' is the word 'TAKEOVER' in a black, bold, sans-serif font, enclosed within a white rectangular box with a black border. To the right of 'TAKEOVER' is a vertical stack of the letters 'MOJO' in a white, bold, sans-serif font. Below the 'TAKEOVER' box, the words '2K24 TOUR' are written in a blue, italicized, sans-serif font. The background of the entire page is a photograph of a desert festival at dusk, with various tents, food stalls, and off-road vehicles visible under a colorful sky.

# **UTV** **TAKEOVER** **MOJO** *2K24 TOUR*

## **EVENT SPONSORSHIP PACKET**

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**SALES TEAM**

**SPONSORS / VENDORS / ADVERTISERS**

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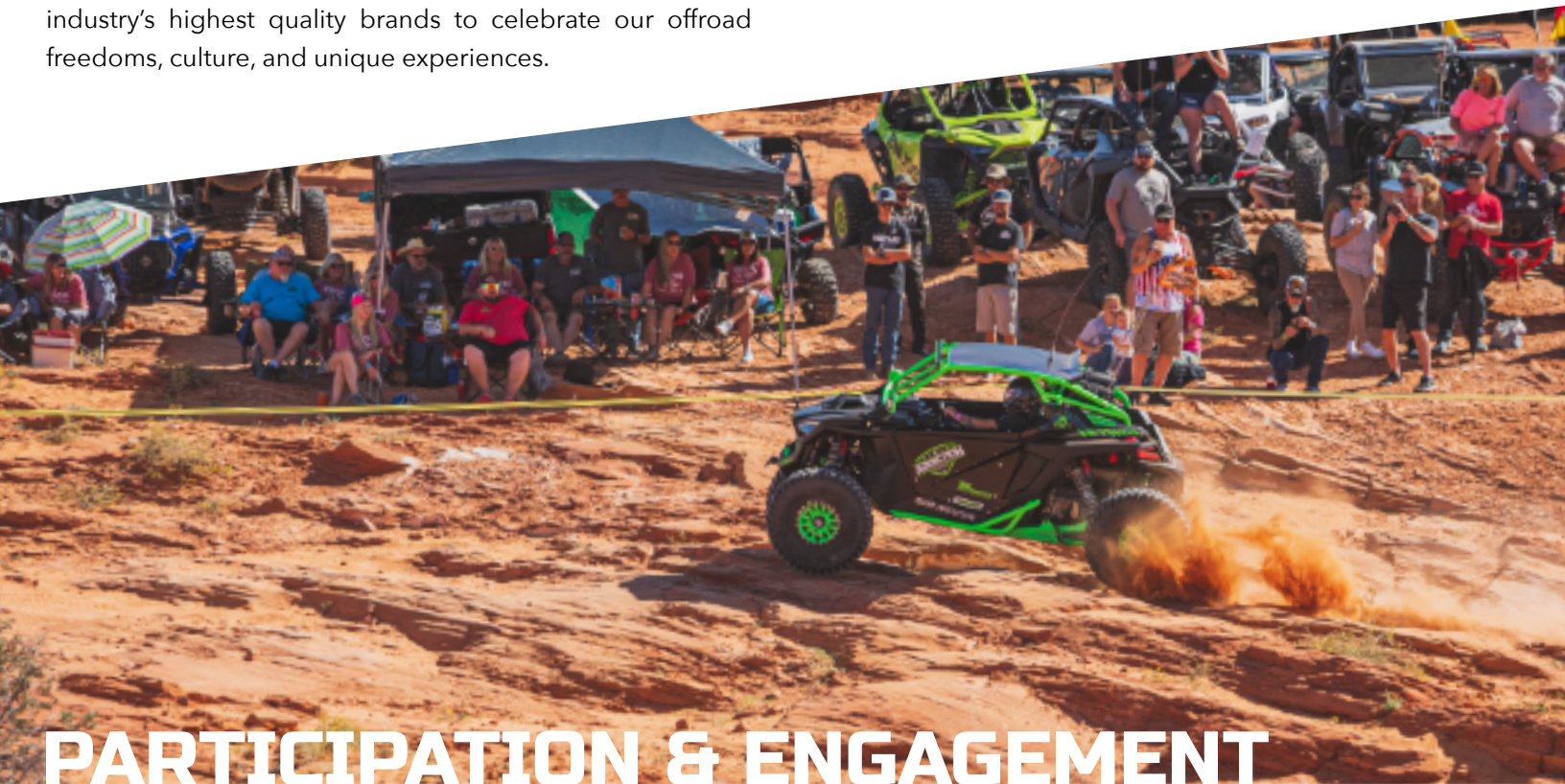


# THE UTV TAKEOVER EVENT TOUR

UTV Takeover is the largest, community-focused and family-friendly, tour of action-packed offroad events in the country! What makes Takeover different than other events is that we focus on getting friends, family, and your machine right in the middle of the action! Each and every one of our event's activities are designed specifically so that anyone, with any machine, and any skill level, can join in and have fun.

Our brand partners sell a lifestyle and we want to provide the playground where liked minded people can come together to have fun, network, and create life long memories. The Takeover team takes pride in bringing the UTV, ATV, MX, Jeep, Racing, and Desert communities together with the industry's highest quality brands to celebrate our offroad freedoms, culture, and unique experiences.

The Takeover events have grown over the last nine years to become the fastest growing and most comprehensive riding events tour in our industry. As such, we welcome the entire offroad family to join us in topographically unique and culturally specific events! UTVs are still our primary focus but we understand that enjoying the offroad experience and your favorite riding locations takes products and services beyond just the UTV itself. In alignment with our mission to bring people together we wanted to make sure that the world knew our door was open to anything and everything offroad related.



## PARTICIPATION & ENGAGEMENT

UTV Takeover brings the side-by-side and extended offroad enthusiast community, sponsors, and vendors together for a family-friendly, action-packed 5-day event full of fun and riding. Over 30,000 people join us each year to enjoy all of the fun activities organized by a dedicated team of staff and volunteers. An adrenaline seeker can participate in competitive activities like short course racing, barrel racing, rock crawling, hill climb competitions, and rally racing, while the more easy-going family might participate in mini-games, blind bandit obstacle courses, treasure hunts, and tailgate around the action of one of our daily premiere events!

Each day of the event features a premier competition that draws large crowds of attendees for an exhilarating spectating experience, unlike any other offroad event. These activities have grown a life of their own like our Huckfest, Wheeliefest, Short Course, Rallyfest, and newly expanded Sand Drag competitions. Thousands of attendees gather around to watch these drivers race for yearly bragging rights! Each year the layouts and difficulty components are slightly different and the competition has proven time and again to generate viral social interaction opportunities, brand awareness, and community engagement at every event.





## PASSION DRIVEN GROWTH

The Takeover story began in 2015 when we recognized the lack of family-friendly, interactive events that catered to the growing UTV market. Since then, the Takeover event schedule has become “the” UTV event that enthusiasts schedule their vacations around and marketing opportunity that brands pencil in to their budgets every year.

The unique combination of location, brands, community engagement, and promotion of the offroad lifestyle is what brings our attendees back year after year with larger groups of friends, riding clubs, and families. This year we are pushing these offroad community events to grow bigger, encourage new experiences, and help generate memories that will last generations.

After 9 years and 30 events we are not slowing down one bit. We are laser focused on our partnerships and our people. This tour looks to be the most amazing and creative events that our partners have experienced yet!

The Takeover internal team is stronger than in any previous year and we’ve been working all year behind the scenes to get all of the required permits and venues for the 2024 season. We are excited to return to the same amazing locations as last year along with new ones! The Takeover Tour continues to grow and open doors of new marketing and integration opportunities. Please do not hesitate to include our marketing team in any ideas your brand has for promotion before, during, or after any UTV Takeover events!



# BRAND PARTNERSHIPS

Takeover is built around people and partnerships. Not only do we connect friends and families, we also connect their favorite brands. Takeover events allow you to put your products directly in the hands of your consumers, allowing them to physically interact with, and buy, your products in the most iconic locations around the country. These connection points allow your marketing teams to gather quality consumer insight, directly interact and educate the buyer, and create networking opportunities that are simply not available in any other show context.

We also believe that a healthy show includes the freedom for content creators to participate and develop brand awareness, launch new products, and showcase their products in the most amazing riding conditions in the most scenic locations. We encourage all brands to participate in all of the activities across all 5-days of the event as well as the local community before and after the event. Participating in our activities not only allows your team to generate exciting and organic content, it also puts your brand in front of the thousands of enthusiasts recording the activities with their cameras and posting to social media.

An expected 30,000 people join us each year to help us create and capture content during the events, but the real power comes from the millions of impressions that happen between the events by way of brands, influencers, and families via social media. We believe that something special can be created when a group of diverse enthusiasts can all push in the same direction and we try to make every Takeover event an environment for creating memories!

# GIVING BACK

We believe that bringing large numbers of offroad enthusiasts together provides us a unique opportunity to give back to the community. We do this by working with our partners to provide opportunities for them to promote their philanthropic missions while also donating thousands of dollars each year to national and local charities. Examples of groups we contribute to are the American Legion, Oregon Veterans Outreach Center, AMVETS, Fishing Veterans of America, NW UTV Trail Riders, Hauser Fire & Rescue, North Bay Fire & Rescue, Rogue Valley UTV Club, Star Of Hope, National Forest Service, UTV Utah, Utah Off-Road, BLM, Project UTV, Off-Camber Industries, Hurricane Medical, Washington County Search & Rescue, Hurricane Shop with a Cop, volunteer EMS and dune patrol groups, local riding clubs, and other groups that work hard to keep our riding areas open. By gathering like-minded people working towards a common goal, we can make a positive impact on the communities that support the offroad industry and help keep our favorite riding areas open for years to come.





# NEW FOR 2024

While the 2023 event tour was our most successful and largest tour to date, there is always room for improvement! We are moving sponsor and vendor sales directly to the leadership team. This means that event logistics and Sponsor/Vendor dynamics will be even more in-sync than ever before! We are also investing into our marketing team to provide more integrated and one-on-one service. Additionally, we are continuing to optimize our on-site footprint to be more flexible with sponsors and vendors. We have tons of process and event efficiencies we're investing into including:

- Leadership driven Sponsor & Vendor sales.
- A newly expanded and empowered media team to help bring your brand exposure to a new level!
- New focused Sponsor and Vendor sign-up timeline to help build custom commitments locking your team in for the year.
- Expanded camping, parking, Community Tent, and vending to maximize sponsor/vendor opportunities.
- Optimized marketing team to maximize social and brand interactions at our events.
- New collaborative efforts in social marketing to optimize your online marketing goals.

## SPONSORSHIP & VENDING SALES PROCESS

To sign-up for sponsorship and/or vending at an UTV Takeover event in 2024, start by visiting **[www.UTVTakeover.com](http://www.UTVTakeover.com)** and click on the Sponsorship & Vending link on the homepage. Once there, you can submit your brands contact information. This is required so that we are able to efficiently contact you about your sponsorship request. Once submitted, we will then reach out to you and setup a call to discuss the integrating your brand at our events. We are taking a hands-on approach to make sure every sponsor and vendor is successful at UTV Takeover.

## SALES WINDOWS

All sponsorship and vending requests can be made through the website as listed above. We will first contact previous year sponsors to renew or revisit their packages. During the times of **December through January**, we will be solidifying our Title and Official Sponsorships. During the month of **January**, we will be contacting all sponsorship requests that also request vending space, allowing our most committed sponsors the ability to both support the event and present their brand to thousands of community members each day. Starting **Late January into February**, we will be contacting any new or remaining Sponsor and Vendor requests.

## 2024 TOUR LOCATIONS

**COOS BAY, OR**  
BOXCAR HILL CAMPGROUND  
**JUNE 25-30, 2024**

**WINCHESTER BAY, OR**  
WINCHESTER BAY DUNES  
**SEPTEMBER 3-8, 2024**

**HURRICANE, UT**  
SAND HOLLOW STATE PARK  
**OCTOBER 15-20, 2024**

Year after year, we hear about the expanding demand for UTV Takeover in the Northwest. It has been long known that the Coos Bay event sells out immediately year after year. We wanted to find a way that would help open doors for those missing out on Coos Bay or simply wanted a new experience in the PNW. Introducing UTV Takeover Winchester Bay! This September will bring an entirely new event to the sands of the Oregon coast. While only a short drive north of Coos Bay, this location provides a whole new experience both as a Sponsor/Vendor, but also as a participant! Winchester hosts bigger dunes, a large and paved vendor row, sand camping areas, unique coastal campgrounds, and a local community full of small businesses and restaurants. This new location will open doors for more locals to participate and more exciting unique opportunities to integrate at Takeover.

## SPONSOR & VENDOR SALES/SERVICE

[SALES@UTVTAKEOVER.COM](mailto:SALES@UTVTAKEOVER.COM) / [STEVEM@UTVTAKEOVER.COM](mailto:STEVEM@UTVTAKEOVER.COM)



# THE UTV TAKEOVER IMPACT

**ESTIMATED 2024 EVENT PARTICIPANTS: 30,000+**

**SOCIAL MEDIA FOLLOWERS: 148,000+**

**AVERAGE MONTHLY REACH: 1,200,000+ ORGANIC**

**EVENT PROGRAM REACH: 184,000+**

**EMAIL SUBSCRIPTIONS: 11,000+**



## **NORTH AMERICAN DEMO**

**86% USA - 5% CAN/MEX**

**80% MALE - 20% FEMALE**

**77% BETWEEN 25-44 YRS OLD**

**DATA SOURCES INCLUDE GOOGLE ANALYTICS, SOCIAL MEDIA NETWORK INSIGHTS, EMAIL DELIVERY SYSTEMS, AND OTHERS OVER THE 2022-2023 EVENT TOUR SEASONS.**



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# TITLE SPONSORSHIP PACKAGES

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6 TITLE SPONSORSHIP OPPORTUNITIES STARTING AT \$15,000/YR

The UTV Takeover experience would not be what it is without the amazing Title Sponsors we have every year! Not only does each event location offer a whole new customer segment to present your brand message to, it is an opportunity to connect with the UTV community in a scenic and geographically unique environment that showcases your brand and products. Being a Title

## SOCIAL MEDIA BEFORE EVENT

Logo presented on One (1) Facebook page Header graphic

Logo presented on Three (3) Facebook event-specific page Headers graphic

Logo presented on One (1) Facebook Community Group Header graphic

Logo presented on One (1) Youtube Channel Header graphic

Logo presented on One (1) Twitter Header graphic

Logo presented on Three (3) Sponsor Grid posts

One (1) Email Announcement promoting the Sponsorship (Provided by Takeover)

**\*NEW\***

Seven (7) collaborative Instagram posts (Sponsor generated)

**\*NEW\***

Three (3) Photo Posts promoting the Sponsorship (Provided by Takeover)

Six (6) Video Posts promoting the Company (Sponsor supplied)

**\*NEW\***

Three (3) "Hype" vides promoting the Tour and all Title Sponsors (Provided by Takeover)

**\*NEW\***

## WEB MEDIA BEFORE EVENT

Logo presented on Website homepage with link

**\*NEW\***

Logo presented on Website event-specific Landing Page as an "TITLE SPONSOR OF" with link

Logo presented on Website event-specific Landing Page with "OFFICIAL [PRODUCT] OF" with link

Logo presented on Website event-specific Sponsors Page as a "TITLE SPONSOR" with link

Logo presented on Website event-specific Sponsors Page with "OFFICIAL [PRODUCT] OF" with link

Logo presented on Website event-specific Header Graphics

Logo presented on digital Event Program Cover with link

Logo presented in digital Event Program Sponsor Grid with link

Logo presented in digital Event Program interior page margins

Three (3) Full-Page Advertisements presented in digital Event Programs with links (Sponsor provided)

## PHYSICAL MEDIA DURING EVENT

One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)

Two (2) 3'x10' brand banners displayed in high-traffic event areas (Sponsor provided)

One (1) 6' Title Sponsor Feather Flag mounted at vending location (Provided by Takeover)

**\*NEW\***

Sponsor mention by host on-stage prior to Saturday's Awards Ceremony

Three (3) Full-Page Advertisements in 3,000+ printed Event Programs (Sponsor provided)

Logo presented on 3,000+ printed Event Program Covers

Logo presented in 3,000+ printed Event Programs' Sponsor Grid pages

Logo presented in 3,000+ printed Event Programs' interior page margins

Logo presented on One Hundred Eighty (180) Event Trophies

Logo presented on Six (6) Event Banners

Logo presented on Eight (8) Corn Hole Boards

Logo presented on Sixteen (16) Feather Flags

Logo presented on Three (3) Inflatable Archways

Logo presented on Thirty (30) Staff Polo Shirts

Logo presented on the Main Stage Backdrop

Logo presented on Tour-specific Clothing

Logo presented on One Hundred (100) Volunteer Vests

Includes Ten (10) Event Wristbands

Sponsor puts your brand in front of tens of thousands of passionate offroad enthusiasts at the events, but also hundreds of thousands of enthusiasts online across North America and beyond!

## ENDLESS OPPORTUNITIES

An UTV Takeover experience is more than a trade show, or "just" a Vendor Row! With all of the community-involved activities each day of the event, the opportunities are endless for community interaction, ambassador participation, event-only promotions, and more. We encourage each sponsor to be involved and to participate right along side of the community; building relationships and opportunities for customer education that you cannot get at any other event! When it comes to event integration and content creation, we have an open-door policy to work directly with the UTV Takeover team so we can help you accomplish your marketing goals before, during, and after the events!

## DIRECT SALES AND MARKETING PARTNERS

The UTV Takeover sales and marketing teams are focused this year on providing the best possible opportunity for your brand to integrate directly with our audience! We've reinvested in industry talent to help get your brand in front of as many qualified viewers as possible. Our dedicated marketing team will be your resource to content creation, marketing materials, messaging, and any integrations that would help your team succeed this year. If you have any questions, ideas, or needs... just contact our team!

## AUTOMATIC "OFFICIAL" PACKAGE INCLUSION

Title sponsorship brings even MORE value being the "OFFICIAL [PRODUCT] OF UTV TAKEOVER" all year long! Your products can also be featured on our all-new Deal Zone webpage with links to your site. We're also launching all-new Online Giveaways in the months leading up to each event. Following these are on-site features in our Benefit Raffles and on-site-only Deal Zone promotion cards to drive traffic to your vending booth! See next page for details.



# OFFICIAL SPONSORSHIPS

OFFICIAL SPONSORSHIPS PACKAGES STARTING AT \$7,500/YR MINUS PRODUCT INTEGRATION CREDITS

The "OFFICIAL [PRODUCT] OF UTV TAKEOVER" sponsorships are a unique opportunity this year for your brand to expand your integration at the biggest offroad events of the year, without committing to a Title Sponsorship. This year-long partnership puts you in front of hundreds of thousands of event and online fans. New for '24, direct product integration and promotion online!

★ Included with Title Sponsorship

## SOCIAL MEDIA BEFORE EVENT

- ★ Logo presented with "OFFICIAL [PRODUCT]" on Three (3) Sponsor Grid posts
- Four (4) collaborative Instagram posts (Sponsor generated)
- Three (3) Photo Posts promoting the Sponsorship (Provided by Takeover)
- Three (3) Video Posts promoting the Company (Sponsor supplied)

\*NEW\*

## WEB MEDIA BEFORE EVENT

- ★ Logo presented on Website event-specific Landing Page with "OFFICIAL [PRODUCT]" with link
- ★ Logo presented on Website event-specific Sponsors Page with "OFFICIAL [PRODUCT]" with link
- ★ Logo presented in digital Event Program Sponsor Grid with "OFFICIAL [PRODUCT]" with link
- Three (3) Half-Page Advertisements in digital Event Programs with link to Sponsor (Sponsor provided)

## PHYSICAL MEDIA DURING EVENT

- One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)
- Two (2) 3'x10' brand banners displayed in high-traffic event areas (Sponsor provided)
- One (1) 6' Official Sponsor Feather Flag mounted to vending location (Provided by Takeover)
- ★ Sponsor mention by host on-stage prior to Saturday's Awards Ceremony
- Three (3) Half-Page Advertisements presented in 3,000+ printed Event Programs (Sponsor provided)
- ★ Logo presented with "OFFICIAL [PRODUCT]" in 3,000+ printed Event Program Sponsor Grids
- Includes Eight (8) Event Wristbands

\*NEW\*

## BENEFIT RAFFLE INTEGRATION

\*NEW\*

- ★ Sponsor and Raffle Product(s) featured in Two (2) Benefit Raffles (once at two of the three events)
- ★ One (1) Photo Posts per event promoting Sponsor and Raffle Product(s) featured before each Event

## ONLINE GIVEAWAY INTEGRATION

\*NEW\*

- ★ Sponsor and Giveaway Product(s) featured in One (1) Month-long Online Giveaway
- ★ Sponsor and Product(s) featured in One (1) Social Media Photo Post before sponsored Giveaway
- ★ Sponsor and Product(s) featured on Website Home page during Month-long Online Giveaway
- ★ Sponsor and Product(s) featured on Online Giveaway webpage during Month-long Giveaway
- ★ Sponsor and Product(s) featured in a Online Giveaway Announcement Email
- ★ Sponsor and Product(s) featured in a Online Giveaway Winners Announcement Email

## DEAL ZONE INTEGRATION

\*NEW\*

- ★ Sponsor participation with Deal Zone includes use of "UTVTakeover2024" promo code
- ★ Sponsor and Product featured on new Deal Zone webpage
- ★ Sponsor featured on 500 Deal Zone event-only promo cards (Provided by Takeover)
- ★ Sponsor's Tour-Long Promo Code and Raffle products promoted at Community Tent resource tables

### EXAMPLES:

OFFICIAL ACCESSORIES  
OFFICIAL AUDIO  
OFFICIAL AXLES  
OFFICIAL CAGE  
OFFICIAL CASINO  
OFFICIAL DEALERSHIP  
OFFICIAL ENERGY DRINK  
OFFICIAL GRAPHICS  
OFFICIAL HELMETS

OFFICIAL HOTEL  
OFFICIAL LIGHTS  
OFFICIAL OEM  
OFFICIAL PERFORMANCE  
OFFICIAL RACKS  
OFFICIAL RADIOS  
OFFICIAL RECOVERY GEAR  
OFFICIAL RETAILER  
OFFICIAL SEATS

OFFICIAL SUSPENSION  
OFFICIAL TIRES  
OFFICIAL TRAILERS  
OFFICIAL TROPHIES  
OFFICIAL TRUCK  
OFFICIAL WHEELS  
OFFICIAL WHIPS  
OFFICIAL WINCH  
OFFICIAL WRAPS

## ALL-NEW PARTICIPATION DISCOUNTS

This year, we are trying to help get your products in front of, and in the hands of, our community. Participation in the all-new product integration points below affords your team to save up-to \$1,500 on your sponsorship package. Participating in at least one pre-event Online Giveaway, and in at least two events' Benefit Raffles, will return a package discount of the retail value of the product(s) for each participation, up-to \$500 each. This is a great way for us to help promote your products, while also making it easier to participate!

## ALL-NEW MONTH-LONG ONLINE GIVEAWAYS

This year we are doing six Online Giveaways with participating Official Sponsors' products! These will be running during the months of March, April, May, July, August, and September. During this time, we will bundle complementary sponsored products into a marketed giveaway that requires participants to share their contact info.

## ALL-NEW DEAL ZONE

This year, we are introducing the concept of the UTV Takeover Deal Zone! We are adding a new Deal Zone webpage to our website that will feature brands and products participating in our tour promo code of "UTVTAKEOVER2024". This promo code can be for whatever your brand thinks would be a good conversion tool during the length of the tour. These deals will also be promoted at the Community Tent on-site.

## ALL-NEW ON-SITE DEAL ZONE PROMO CARDS

We are also sweetening the on-site promotion of Official Sponsors by utilizing sponsor-specific promotion codes on special cards delivered to your vendor booth at the event. We will market your booth and featured Benefit Raffle item(s) by telling our community they need to visit your booth for this special promo, and that each promo card can be used to claim a free raffle ticket at the Community Tent!

## ELITE SPONSORSHIPS

27 ELITE SPONSORSHIPS PACKAGES STARTING AT \$1,800/EVENT

The Elite Activities at UTV Takeover are the biggest, most watched, activities at each event. These activities draw the largest crowds during the week and we try to have them spread out evenly during the week to maximize each sponsor's exposure. Each Elite Sponsorship is sold separately and per event. Promotion of the sponsor begins immediately upon payment.

### SOCIAL MEDIA DURING EVENT

Logo presented on One (1) Sponsor Grid post

One (1) collaborative Instagram posts (Sponsor generated)

**\*NEW\***

One (1) Video Post promoting the Sponsorship (Provided by Takeover)

One (1) Photo Post promoting the Company (Provided by Takeover)

### WEB MEDIA BEFORE EVENT

Logo presented on Website event-specific Sponsors Page with link

Logo presented on Website event-specific Activity Page with link

Logo presented in digital Event Program Sponsor Grid with link

Sponsor name highlighted and linked in the digital Event Program's Activity Description section

Sponsor name highlighted and linked in the digital Event Program's Activity Schedule section

One (1) Quarter-Page Advertisement presented in digital Event Program with link (Sponsor provided)

### PHYSICAL MEDIA DURING EVENT

One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)

Two (2) 3'x10' brand banners at sponsored activity area (Sponsor provided)

Sponsor mention by host on-stage prior to Saturday's Awards Ceremony

**\*NEW\***

Sponsor mention by host during Sponsored Activity

One (1) Quarter-Page Advertisement presented in 1,000+ printed Event Programs (Sponsor provided)

Logo presented in 1,000+ printed Event Program Sponsor Grids

Includes Six (6) Event Wristbands

### COOS BAY, OR ELITE ACTIVITIES

UTV HUCKFEST

MX/ATV HUCKFEST

WHEELIEFEST

SHORT COURSE

SAND DRAGS

HILLFEST

NIGHTTIME GRUDGE MATCHES

NIGHTTIME GROUP RIDES

CONCERT OR BLOCK PARTY

### WINCHESTER BAY, OR ELITE ACTIVITIES

UTV HUCKFEST

MX/ATV HUCKFEST

WHEELIEFEST

SHORT COURSE

SAND DRAGS

NIGHTTIME GRUDGE MATCHES

NIGHTTIME GROUP RIDES

CONCERT OR BLOCK PARTY

### HURRICANE, UT ELITE ACTIVITIES

UTV HUCKFEST

MX/ATV HUCKFEST

WHEELIEFEST

ROCKFEST

SHORT COURSE

SAND DRAGS

RALLYFEST

NIGHTTIME GRUDGE MATCHES

NIGHTTIME GROUP RIDES

CONCERT OR BLOCK PARTY





## PRESENTING SPONSORSHIPS

79 PRESENTING SPONSORSHIP PACKAGES STARTING AT \$800/EVENT

The Presenting Activities at UTV Takeover are the most accessible and family-friendly activities at each event. These activities draw the largest number of families and groups of friends experiencing the Takeover experience. Each activity sponsorship is sold separately and per event. Promotion of the sponsor begins immediately upon payment.

### COOS BAY & WINCHESTER BAY, OR PRESENTING ACTIVITIES

AIR STATION  
ATC 70 OLYMPICS  
BARREL RACING  
BLIND BANDIT  
COMMUNITY TENT  
CORNHOLE TOURNAMENT  
DAYTIME GROUP RIDES  
DAYTIME SHOW-N-SHINE

DEMO RIDES  
HAPPY HOUR MEET-N-GREET  
KIDS ZONE  
MAIN STAGE  
NIGHTTIME SHOW-N-SHINE  
POKER RUN  
MASCOT MAYHEM  
ROCK-N-ROLL BINGO

PIT CREW CHALLENGE  
POD SAND CAMPING  
STEREO WARS  
TIRE TOSS  
TREASURE HUNT  
VENDOR ROW  
PREMIER CAMPING

### HURRICANE, UT PRESENTING ACTIVITIES

BARREL RACING  
BLIND BANDIT  
COMMUNITY TENT  
CORNHOLE TOURNAMENT  
DAYTIME SHOW-N-SHINE  
DEMO RIDES  
HAPPY HOUR MEET-N-GREET  
KIDS ZONE  
MAIN STAGE  
NIGHTTIME SHOW-N-SHINE  
PIT CREW CHALLENGE

ON-SITE OFFROAD RECOVERY  
ON-SITE RV REPAIR  
POD SAND CAMPING  
POKER RUN  
MASCOT MAYHEM  
ROCK-N-ROLL BINGO  
STEREO WARS  
TIRE TOSS  
TREASURE HUNT  
VENDOR ROW  
PREMIER SAND CAMPING

DAYTIME GUIDED RIDES  
- DOUBLE SAMMY  
- THE MAZE  
- MILT'S MILE  
- PLAN B  
- RAZZLE DAZZLE  
- SLIPLOCK JOHNS  
- THE LEDGES  
- TOP OF THE WORLD LOOP  
- TRIPLE 7'S  
- TURTLE/T2  
- WEST RIM

### SOCIAL MEDIA BEFORE EVENT

Logo presented on One (1) Sponsor Grid post

One (1) collaborative Instagram posts (Sponsor generated)

**\*NEW\***

One (1) Video Post promoting the Sponsorship (Provided by Takeover)

One (1) Photo Post promoting the Company (Provided by Takeover)

### WEB MEDIA BEFORE EVENT

Logo presented on Website event-specific Sponsors Page with link

Logo presented on Website event-specific Activity Page with link

Logo presented in digital Event Program Sponsor Grid with link

Sponsor name highlighted and linked in the digital Event Program's Activity Description section

Sponsor name highlighted and linked in the digital Event Program's Activity Schedule section

### PHYSICAL MEDIA DURING EVENT

One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)

Two (2) 3'x10' brand banners at sponsored activity area (Sponsor provided)

Sponsor mention by host on-stage prior to Saturday's Awards Ceremony

**\*NEW\***

Sponsor mention by host during Sponsored Activity

Logo presented in 1,000+ printed Event Program Sponsor Grids

Includes Four (4) Event Wristbands



## TEAM SPONSORSHIPS

PACKAGES STARTING AT \$600/EVENT

At every UTV Takeover event there are brands that want to support the offroad community, but either cannot be there in person or were not able to purchase an activity related sponsorship before they sold out. Team Sponsorships are the perfect way to be represented at the event and online! Promotion begins immediately upon payment.

### PHYSICAL MEDIA DURING EVENT

One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)

Sponsor mention by host on-stage prior to Saturday's Awards Ceremony

Logo presented in 1,000+ printed Event Program Sponsor Grids

Includes Two (2) Event Wristbands

### WEB MEDIA BEFORE EVENT

Logo presented on Website event-specific Sponsors Page with link

Logo presented in digital Event Program Sponsor Grid with link

### SOCIAL MEDIA BEFORE EVENT

Logo presented on One (1) Sponsor Grid post

One (1) Photo Post promoting the Company and Sponsorship (Provided by Takeover)

## ASSOCIATE SPONSORSHIPS

PACKAGES ARE CASE-BY-CASE DISCUSSION

Every year we have amazing partners that work with UTV Takeover, possibly in non-monetary ways, to help produce our amazing events. We try to help promote them when possible as our Associate Sponsors. Each partnership is different and we are always open to working with new Associate Sponsors at each of our events. Feel free to contact us if you are interested.

### PHYSICAL MEDIA DURING EVENT

One (1) 3'x10' brand banner displayed in the Community Tent (Sponsor provided)

Sponsor mention by host on-stage prior to Saturday's Awards Ceremony

Logo presented in 1,000+ printed Event Program Sponsor Grids

Includes Two (2) Event Wristbands

### WEB MEDIA BEFORE EVENT

Logo presented on Website event-specific Sponsors Page with link

Logo presented in digital Event Program Sponsor Grid with link

### SOCIAL MEDIA BEFORE EVENT

Logo presented on One (1) Sponsor Grid post

## EVENT PROGRAM ADVERTISING

PRINTED + ONLINE ADVERTISING PACKAGES STARTING AT \$400/EVENT

Each UTV Takeover event has a unique and popular Official Program published both physically and electronically. Programs are handed out to each event participant and downloaded online by thousands of enthusiasts for mobile schedule use. Sponsorships have included advertising, but anybody can purchase advertising space up to full-spread sizing and even covers! Electronic programs include links as well! With over 3,000 printed programs at our events, program ads are a great exposure opportunity.

### PROGRAM ADVERTISING OPPORTUNITIES

Size	Cost	Details
Front Cover	\$1,200	Advertiser-Provided Front Cover Photo w/ UTV Takeover, Title Sponsors, & Your Brand Logos. INCLUDES full-page inside-cover ad (8.5"x11").
Full Spread	\$1,000	Advertiser-Provided Full-spread Ad (17" x 11").
Back Cover	\$800	Advertiser-Provided Back Cover photo w/ UTV Takeover logo overlay. INCLUDES Full-Page Inside-Cover Ad (8.5" x 11").
Full Page	\$600	Advertiser-Provided Full-Page Ad (8.5" x 11").
Half Page	\$400	Advertiser-Provided Half-Page Ad (8.5" x 5.5").





— VENDING OPPORTUNITIES —

VENDING STARTING AT \$1,000/EVENT

STANDARD & FOOD VENDING PRICING

Width	Depth	Standard	Wristbands
10'	20'	\$1,000	2
20'	20'	\$1,200	2
30'	20'	\$1,400	3
40'	20'	\$1,600	4
50'	20'	\$1,800	5
60'	20'	\$2,000	6
70'	20'	\$2,200	7
80'	20'	\$2,400	8
60'	30'	\$2,700	6
70'	30'	\$3,150	7
80'	30'	\$3,600	8
Custom	Custom	\$1.50/sq ft	1/Linear 10'

VENDING FEATURES

Feature	
Dedicated Power Circuit	1 x 20A (Standard), 1 x 50A (Food)
Vending Days Available	Wed - Sat
Vending Hours Available	9am - 12am
Refuse Dumpster Access	Yes
Vendor Parking Passes	1 Included
Fresh Water Access	CONTACT US FOR DETAILS
Used Water Dumping	CONTACT US FOR DETAILS

PHYSICAL MEDIA DURING EVENT

Includes 4 Days Of On-Site Vending
Logo Presented On Printed Program Vendor Grid (3000+ Copies)
Logo presented in 1,000+ printed Event Program Vendor Grids
Includes 1 Wristband For Every 10' Purchased (Minimum of Qty 2)

WEB MEDIA BEFORE EVENT

Linked Logo Presented In Digital Program Vendor Grid
Linked Logo Presented On Website's Location-Specific Vendors Page
Logo presented in digital Event Program Sponsor Grid with link

SOCIAL MEDIA BEFORE EVENT

Logo Presented On Social Media Vendor Grid Posts
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— EVENT ENTRY WRISTBANDS —

\$50 EACH (ALL LOCATIONS)

Each UTV Takeover sponsorship and vending opportunity comes with a set number of wristbands that get you and your team in/out of the event. If you need wristbands in addition to your allocated amount, you can purchase them directly on our website.

— CAMPING OPPORTUNITIES —

CAMPING PACKAGES STARTING AT \$150/EVENT

ON-SITE EVENT CAMPING OPTIONS

Coos Bay, OR	Price	Electrical	Freshwater	Wastewater	Ground	Available
Boxcar Upper Through	\$500	X	X		Hard Pack	5
Boxcar Upper Back-In	\$450	X	X		Hard Pack	20
Boxcar Upper Dry	\$350				Hard Pack	10
Boxcar Lower Back-In	\$450	X	X	X	Hard Pack	12
Boxcar Lower Back-In	\$350	X	X		Hard Pack	2
Boxcar Lower Dry	\$250				Hard Pack	2
Bay Area Lot Dry	\$250				Hard Pack	16
Jordan Cove Dry	\$250				Hard Pack	82
Forest Service Lot 900	\$250				Hard Pack	26
Central Sand Pod	\$225				Sand	10
South Sand Pod	\$200				Sand	10

Winchester Bay, OR	Price	Electrical	Freshwater	Wastewater	Ground	Available
Umpqua Deluxe	\$600	X	X	X	Pavement	17
Umpqua Standard	\$550	X	X	X	Pavement	10
Half Moon Standard	\$350				Pavement	10
Triangle Road	\$300				Hard Pack	10
S. Jetty Parking Lot	\$250				Pavement	31
North Sand Pod	\$200				Sand	10
Central Sand Pod	\$200				Sand	10
South Sand Pod	\$200				Sand	10
Forest Service Stage #2	\$150				Sand	10
Forest Service Stage #3	\$150				Sand	10

Hurricane, UT	Price	Electrical	Freshwater	Wastewater	Ground	Available
Lake View Campground	\$550	X	X	X	Pavement	7
Lake View Campground	\$450	X	X		Pavement	5
Beach Sand Camping	\$250				Sand	40





# UTV TAKEOVER

COM

[WWW.UTVTAKEOVER.COM](http://WWW.UTVTAKEOVER.COM)

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PHOTOGRAPHY BY THE OFFROAD MEDIA GROUP, WILLIAM MCGRATH, & DIRT-N-DUNEZ PHOTOGRAPHY