

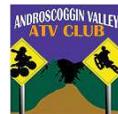
# COOPERATIVE MARKETING + SPONSORSHIP OPPORTUNITIES

FOR THE 8TH ANNUAL  
JERICHO ATV FESTIVAL  
BERLIN, NEW HAMPSHIRE

AUGUST 4-5, 2017



# Jericho ATV Festival™



# INTRODUCTION

**“THE JERICHO ATV FESTIVAL IS THE LARGEST  
ATV JAMBOREE IN THE NORTHEAST.”**

- *Dirt Wheels Magazine*

The Jericho ATV Festival is an eagerly anticipated annual event, held every August, that attracts thousands of people from New England and the Northeast.

## KEY FACTS

- In 2016, the event attracted more than **6,000 PEOPLE**. The first festival, held in 2010, drew 500 people, and since that time attendance has almost doubled each year, and continues to grow.
- In 2016, the event attracted more ATV manufacturers than in previous years (7), vendors, and a national title sponsor (Progressive Insurance—2nd year in a row.)
- It is held at Jericho Mountain State Park in Berlin, NH, at the trailhead of one of the **NATION’S LARGEST ATV TRAIL SYSTEMS**, New Hampshire’s “Ride the Wilds” – a major attraction for ATV and outdoor enthusiasts.
- It has **STRONG COMMUNITY SUPPORT**, ensuring that it will continue to grow for years to come.
- The event is the result of a **POWERFUL COLLABORATION** among the Androscoggin Valley ATV Club and the Androscoggin Valley Chamber of Commerce, NH Bureau of Trails, NH Parks & Recreation, NH Fish & Game, the Berlin Police & Fire Departments, Berlin Parks & Recreation, and Berlin Public Works.

Now heading into its 8th year, the Jericho ATV Festival is a North Country tradition and a must-do event for OHRV enthusiasts from New England and beyond.



[www.JerichoATVFestival.com](http://www.JerichoATVFestival.com)

# INTRODUCTION (CONTINUED)

The Jericho ATV Festival is heading into its 8th year and is a North Country tradition and a must-do event for OHRV enthusiasts from New England and beyond. People attend for the:



## FREESTYLE SHOWS:

Crowds gather to watch ATVs and dirt bikes perform exciting aerial stunts off or a steel ramp.



## MUD-RELATED FUN:

Attendees can bring their own ATV or side-by-side and compete in the mud races, an obstacle course, ATV pull, or an ATV poker run.



## GREAT DEALS ON OFF-ROAD EQUIPMENT:

Local dealers offer attendees great prices on ATVs, side-by-sides, clothing, accessories, and other off-road related items.



## DISPLAYS AND DEMO RIDES

by the Big 4 ATV and side-by-side manufacturers – Arctic Cat, Can Am, Polaris and Yamaha. Visitors can try out the newest machines and take a guided test ride with other riders, led by expert staff from the manufacturers.



## FAMILY-ORIENTED AND COMMUNITY ACTIVITIES,

including a downtown block party, s'mores by the campfire, a torch-lit ATV parade, live music, beer tent, and great food!

**Jericho ATV**  
**Festival**

[www.JerichoATVFestival.com](http://www.JerichoATVFestival.com)

# MARKETING OF EVENT

The Jericho ATV Festival is promoted through an integrated marketing program:

- **TARGETED ADVERTISING (PRINT, RADIO, WEB)** that reached a local audience, tourists, ATV and outdoor enthusiasts and directed people to the Jericho ATV website
  - During July and August, there were **33,931** visits to the Jericho ATV website
  - Top locations of website visitors were: Boston (MA), Berlin (NH), Concord (NH), Rochester (NY), New York (NY), Manchester (NH), Gorham (NH), Hartford (CT)
- **ROBUST SOCIAL MEDIA PROGRAM** that reached 37,896 people reached prior to, during, and after the event.
  - Jericho ATV Festival Facebook page likes rose from 3948 in January to 6210 in September
- **PR AND MEDIA OUTREACH** that resulted in extensive coverage in New Hampshire and New England newspapers, websites, radio and TV stations.
  - Union Leader, NH Magazine, ATV Rider, ATV.com (Jess Kline), Dirt Wheels
- **RACK CARD DISTRIBUTION** throughout New Hampshire's Welcome Centers

Print Ad



Rack Card



Festival Poster



Facebook Page

# ADVANTAGES OF COOPERATIVE SPONSORSHIP



The Jericho ATV Festival is an excellent cooperative marketing and sponsorship opportunity, providing access to thousands of consumers with discretionary income who are looking for your products and services. You receive year-round exposure before, during, and after the event.

- **LARGE AUDIENCE FOR YOUR PRODUCTS:** This is a regional event drawing more than 6,000 enthusiasts (and growing) to Jericho Mountain State Park from much of New Hampshire, western Maine, northeastern Vermont and New England. OHRV (ATV and UTV) riding is rapidly expanding in New Hampshire as more trails are opening each year.
- **A PASSIONATE AUDIENCE:** This sport attracts people who truly enjoy riding their ATVs and spend money on the ATV experience.
- **GREAT EVENT LOCATION:** Jericho Mountain State Park was developed as a park for ATV, UTV, trail bike riders and hikers. The park offers swimming, fishing, camping and other recreational opportunities. It is becoming a destination location for vacationers and day-trippers from all over New England.

Through the Jericho ATV Festival, the Androscoggin Valley ATV Club, the Androscoggin Valley Chamber of Commerce and the accompanying events of the festival, your company will be exposed to thousands of potential customers with cooperative marketing/sponsorships created to provide a strong return on your investment.



[www.JerichoATVFestival.com](http://www.JerichoATVFestival.com)

# COOPERATIVE MARKETING / SPONSORSHIP LEVELS

## LEAD SPONSOR - \$12,500 (1 AVAILABLE)

- Premium Logo Placement on the event website with direct link to your site
- Premium Logo Placement on all promotional and advertising materials
- Mention as lead event sponsor in radio advertising and press release sent to New England and national ATV related media
- Banner displayed at up to 5 different locations at the event (banners provided by sponsor)
- Exhibit Space at the event up to 40' by 20' (tent provided if needed)
- Frequent crowd announcements during all events
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 20)



### EXAMPLES FROM 2016



## COVERED IN MUD SPONSOR - \$3,000

- Logo Placement on the event website with direct link to your site
- Logo Placement on dedicated Festival promotional and advertising materials
- Inclusion in event radio advertising and press releases
- Banner displayed in up to 3 different locations at the event (banners provided by sponsor)
- Exhibit Space at the event up to 30' by 20'
- Frequent crowd announcements during the events
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 10)

## MUDPIT SPONSOR - \$2,000

- Logo placement on the event website with direct link to your site
- Logo placement on dedicated Festival promotional materials
- Inclusion in event radio advertising and press releases
- Banner displayed at prominent location (starting line) at mudpit race (banner provided by sponsor)
- Exhibit Space near mud pit race event up to 20' by 20'
- Frequent crowd announcement during the event
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 8)



## STILL MUDDY SPONSORS - \$1,500

- Name recognition on the event website with direct link to your site
- Name recognition in promotional materials, such as posters, event radio advertising, and press releases
- Banner displayed in 1 location during the event (banner provided by sponsor)
- Exhibit space at event up to 20' by 20'
- Frequent crowd announcement during the event
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 5)



## **DOWNTOWN BLOCK PARTY SPONSOR - \$2,500 FRIDAY EVENING FESTIVITIES (BERLIN MAIN STREET)**

- Logo placement on the event website with direct link to your site
- Logo placement as sole sponsor of Downtown Block Party on promotional materials
- Inclusion as sponsor of Downtown Block Party in event radio advertising and press releases
- Along with lead sponsor, only banner displayed at event location (banner provided by sponsor)
- Exhibit Space at the event up to 30' by 20'
- Frequent crowd announcements prior to and during the event
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 8)



## **FAMILY MUSIC FESTIVAL SPONSOR - \$2,500 SATURDAY EVENING FESTIVITIES (SERVICE CREDIT UNION HERITAGE PARK)**

- Logo placement on the event website with direct link to your site
- Logo placement as sole sponsor of Family Music Festival on promotional materials
- Inclusion as sponsor of Family Music Festival in event radio advertising and press releases
- Along with lead sponsor, only banner displayed at event location (banner provided by sponsor)
- Exhibit Space at the Family Music Festival event up to 30' by 20'
- Frequent crowd announcement on Saturday and during the event
- Year-round recognition on the Festival Website and Facebook Page
- Complimentary admission wristbands (up to 8)



# COOPERATIVE MARKETING/SPONSORSHIP FORM

We thank you for your sponsorship of the Jericho ATV Festival. We hope that you find a Cooperative Marketing/Sponsorship Level that will meet your needs.

**YES**, I want to participate in the Cooperative Marketing/Sponsorship program, as a:

\_\_\_\_\_ Lead Sponsor: \$12,500

\_\_\_\_\_ Covered in Mud Sponsor: \$3,000

\_\_\_\_\_ Downtown Block Party Sponsor: \$2,500

\_\_\_\_\_ Family Music Festival Sponsor: \$2,500

\_\_\_\_\_ Mudpit Sponsor: \$2,000

\_\_\_\_\_ Still Muddy Sponsor: \$1,500

Name of organization: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**If you would like to become a sponsor of the Jericho ATV Festival, simply fill out the form and return it to: Androscoggin Valley Chamber of Commerce, 961 Main Street, Berlin, NH 03570.**

If you have any questions please contact Paula Kinney, Event Promoter, at **603-752-6060** or by email at **info@androscogginvalleychamber.com**.

