



August 3rd & 4th, 2018
Jericho Mountain State Park
Berlin, NH



Brian Fisher - Fisher's ATVWorld
 Attended in 2015



Downtown Block Party
 Thousands flock Main Street
 All streets are open to OHRVS



Jericho Mountain State Park is
the Southern Portal to
"Ride the Wilds - 1,000 Miles of
Interconnected OHRV Trails!

What is the Jericho ATV Festival?

"It's all about the MUDD". Now in its 9th year, the Jericho ATV Festival has already become a North Country tradition and a must-do event for OHRV enthusiasts!
If you love off-road riding, this festival is for you!

Test your skills in the popular Jericho Mud Races, tackle the obstacle course, take a demo ride on the latest ATV and side by sides or join the crowd in cheering in the mud races!

If that's not enough then maybe the 100 miles of trails featuring some of the best riding New England has to offer may interest you. Our trails offer a one of kind experience between the extensive trail network, breathtaking views, and the terrain to satisfy all types of riders. There will also be Manufacturer displays along with the demo rides, sales, on after-market parts, riding gear, plus vendors and delicious food!

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

- Dirt Wheels Magazine

Why be a vendor of the 2018 Jericho ATV Festival?

The Jericho ATV Festival is quickly becoming a regional event drawing enthusiasts to Jericho State Park from much of New Hampshire, Western Maine, Northeastern Vermont and now much of New England. OHRV (ATV and UTV) riding is rapidly expanding in New Hampshire as more trails are opening each year. The sport is attracting an increasingly affluent consumer who enjoys the outdoors and has discretionary income.

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, Androscoggin Valley Chamber of Commerce and the accompanying

events of the festival, your company will be exposed to thousands of potential customers with sponsorships created for strong return on your investment.

For more information on our current vendor opportunities or a custom program for your company, please contact Paula Kinney, Event Promoter at 603.752.6060 or email info@androscogginvalleychamber.com.



**ANDROSCOGGIN
 VALLEY**
Chamber of Commerce

Organizers of the Jericho ATV Festival



All SPONSORS/VENDORS

SETUP DATE will be Thursday, August 2nd, 2018. You will be assigned a check-in time between the hours of Noon to 7pm. Upon arrival you will receive the appropriate car parking passes and entrance wristbands for the event. All setup will be completed by 7pm.

PARTICIPATION DEADLINE

Sponsors & Vendors must submit this form by June 30, 2018, in order to participate in the 2018 Annual Jericho ATV Festival. Any and all ad materials are due by June 30, 2018, in order to be included in printed materials.

10% discount available with full commitment and payment received by June 1, 2018.

CANCELLATION POLICY

Jericho ATV Festival will refund 50% of sponsor/vendor fee for cancellations before June 1, 2018. Sponsor/Vendor Fees are non-refundable after June 1, 2018.

PLEASE NOTE: A 10% service charge will be applied for returned checks (\$50 maximum fee).

ARTWORK

Please submit all artwork ASAP- info@androscogginvalleychamber.com.

For information on specifications, please call Paula Kinney at 603.752.6060

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 **34,822** visits to the Jericho ATV website
Top locations of website visitors were: Boston (MA), Berlin (NH), New York (NY), Manchester (NH), Concord (NH), Portland (ME), New Haven (CT), Nashua (NH)

ROBUST SOCIAL MEDIA PROGRAM that resulted in an average of 20,000 people reached prior to, during, and after the event.

The popularity of the event with visitors has also resulted in national exposure in ATV oriented publications, such as Dirt Wheels magazine (which named the Jericho ATV Festival as a leading summer event), and Fisher's ATV World, an adventure series TV show on the Destination America channel.

RACK CARD DISTRIBUTION throughout New Hampshire's Welcome Centers

For the past two years, Jericho Mountain State Park has also been the home of **Camp RZR New England**, a customer appreciation event hosted by Polaris and the Androscoggin Valley Chamber of Commerce. Camp RZR New England attracted 8,000 people from 20 US states and Canada. This event has increased our area's exposure to OHRV enthusiasts, manufacturers and dealers. and vendors and, thus, interest in our OHRV events, such as the Jericho ATV Festival



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Mud Race Display \$500

30x30 space overlooking mud race pit.
High visibility space in front row of vendors with view of mud race area and visible from race spectator area. Includes listing on Festival website with link to your company. Recognition in Festival social media.

Perimeter Display \$275

10X10 space around perimeter of event midway. Includes listing on Festival website with link to your company. Recognition in Festival social media.

I would like to be a _____ Vendor
of the 2018 Jericho ATV Festival. (Fill in level)

PLEASE NOTE: An insurance binder MUST be submitted prior to the event.

Name: _____

Company: _____

Address: _____

City, State,
Zip _____

Phone: _____

Email Address: _____

I understand that this serves as application to be a vendor at the Jericho ATV Festival. Once approved by the Jericho Festival Committee this will serve as contract and I will be billed accordingly. *The Jericho ATV Festival Committee reserves the right to accept / deny applicants upon request.*

Signature: _____

Date: _____

**Please submit this application to:
Jericho ATV Festival
Attn: Paula Kinney
961 Main Street
Berlin, NH 03570**



**Note - Do not send payment until application is approved.*