



COOPERATIVE MARKETING AND SPONSORSHIP OPPORTUNITIES

AUGUST 4TH & 5TH 2023

**BERLIN
NEW HAMPSHIRE**



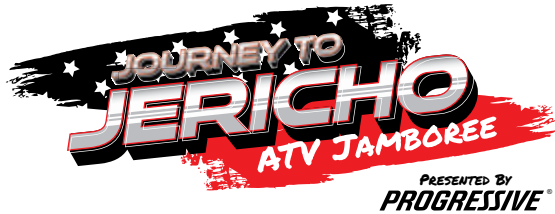
**Become part
of the Action-
[watch a video](https://bit.ly/3yjmep)**

(bit.ly/3yjmep)



**ANDROSCOGGIN
VALLEY**
Chamber of Commerce

JOURNEY TO JERICHO - ATV JAMBOREE



INTRODUCTION

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

Take a look at this [video footage](https://bit.ly/3yjyMep) (bit.ly/3yjyMep)



Key Facts...

- In 2022, we made the Journey back to Jericho after a 2-year hiatus due to Covid. It was a successful event attracting 6,000 people. The first jamboree, held in 2010, drew 500 people, and since that time attendance has almost doubled each year, and continues to grow.
- Progressive Insurance continued to be the national title sponsor for the 6th 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 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.
- In 2016 & 2017, 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 Jamboree.

I work for Fuel Off-Road. This is my 3rd year doing this event as a sponsor. Such a great event! Looking forward to this event all year and can't wait for next year. Great job to the staff that put this event together A++++.

– Fuel Off-Road

The Journey to Jericho ATV Jamboree is a North Country tradition and a must-do event for OHRV enthusiasts from New England and beyond.

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INTRODUCTION

The Jericho ATV Jamboree is a North Country tradition and a must-do event for OHRV enthusiasts from New England and beyond.

People attend for the:



Professional High Quality Family Shows

Crowds gather to watch ATVs, Dirt Bikes or Monster Trucks perform exciting stunts. These shows are performed on each day and are always interactive with the crowd.

Displays and Demo Rides

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



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.



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!



Great Deals on Off-road Equipment

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

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MARKETING OF EVENT

The Journey to Jericho ATV Jamboree is promoted through an integrated marketing program:



Facebook Ad



Print Ad



Rack Card

- **Targeted advertising (print, radio, web)** that reached a local audience, tourists, ATV and outdoor enthusiasts and directed people to the Jericho ATV Jamboree website.

- From June - August 2022, there were **48,789 visits** to the Jericho ATV Jamboree website
- Top location of website visitors were: New York (NY), Boston (MA), Berlin (NH), Ashburn (VA), Manchester (NH), Chicago (IL), Gorham (NH), Milan (NH), Nashua (NH), Philadelphia (PA)

- **Robust social media program** that reached more than 140,000 people from the start of the summer through the fall.

- **PR and media outreach** that resulted in extensive coverage in New Hampshire and New England newspapers, websites, radio and TV stations.

- Union Leader, ATV Rider, ATV.com (Jess Kline), Visit NH.gov, New Hampshire Public Radio, WMUR, WCYY (radio), Mount Washington Radio Group, Salmon Press Summer Guide, and 20+ free online Calendar Listings submitted to publications across NH and bordering communities

- **Rack card distribution** throughout New Hampshire's Welcome Centers.

- **E-newsletters**



Festival Poster

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ADVANTAGES OF COOPERATIVE SPONSORSHIP

The Jericho ATV Jamboree 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 yearround exposure before, during, and after the event.



❑ **Large audience for your products:** This is a regional event drawing more than 8,500 enthusiasts (and growing) to Jericho Mountain State Park from much of New Hampshire, Western Maine, Northeastern Vermont, New England, and portions of Canada. OHRV (ATV and UTV) riding is rapidly expanding in New Hampshire as more trails are opening each year.



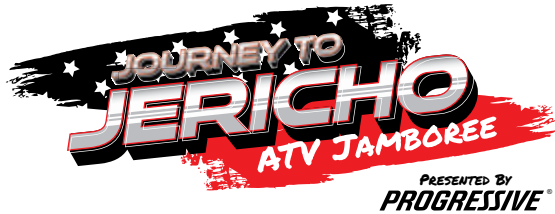
❑ **A PASSIONATE audience:** This sport attracts people who truly enjoy riding their ATVs and spend money on the ATV experience.

❑ **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 Jamboree, the Androscoggin Valley Chamber of Commerce and the accompanying events of the jamboree, your company will be exposed to thousands of potential customers with cooperative marketing/sponsorships created to provide a strong return on your investment.

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COOPERATIVE MARKETING SPONSORSHIP LEVELS



TAKEN!



Covered in Mud Sponsor - \$3,000

- Logo Placement on the event website with direct link to your site
- Logo Placement on dedicated Jamboree 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 Jamboree Website and Facebook
- 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 Jamboree 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 Jamboree Website & Facebook Page
- Complimentary admission wristbands (up to 8)

Still Muddy Sponsor - \$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 Jamboree Website and Facebook
- Complimentary admission wristbands (up to 5)

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COOPERATIVE MARKETING SPONSORSHIP LEVELS

**Friday Night
Block Party!**
LIVE MUSIC by ... to come
Band info to come...



TAKEN!

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 sponsor of Downtown Block Party on promotional materials
- Inclusion as sponsor of Downtown Block Party in event radio advertising and press releases
- 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 Jamboree Website and Facebook Page
- Complimentary admission wristbands (up to 8)

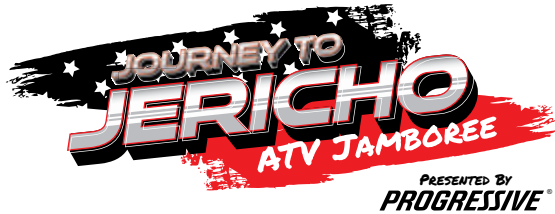


TAKEN!

Torchlight ATV Parade Sponsor - \$1,500 Friday Evening Festivities (Berlin Main Street)

- Torchlight ATV Parade presented by your business
- Premium reserved ATV parking at Block Party up to (3) ATVs or Side by Sides.
- Your business mentioned in all media as presenter of the Torchlit Parade
- Your business will be the Grand Marshall of the Parade
- 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 at the Block Party
- Frequent crowd recognition on Jamboree Facebook Page
- Year-round recognition on the Jamboree Website and Facebook Page
- Complimentary admission wristbands to the Jericho ATV Jamboree. Up to 5.

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COOPERATIVE MARKETING SPONSORSHIP LEVELS

Saturday Night Concert!



Click Stock Photography
clickstock.net

Family Music Festival Sponsor - \$2,500 Saturday Evening Festivities (Service Credit Union Heritage Park)

TAKEN!

- 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 Jamboree Website and Facebook Page
- Complimentary admission wristbands (up to 8)

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COOPERATIVE MARKETING SPONSORSHIP FORM

We thank you for your sponsorship of the Journey to Jericho ATV Jamboree.
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:

- | | |
|---|---|
| <input type="checkbox"/> Covered in Mud Sponsor: \$3,000 | <input checked="" type="checkbox"/> Mudpit Sponsor: \$2,000 |
| <input checked="" type="checkbox"/> Downtown Block Party Sponsor: \$2,500 | <input type="checkbox"/> Still Muddy Sponsor: \$1,500 |
| <input checked="" type="checkbox"/> Family Music Festival Sponsor: \$2,500 | <input checked="" type="checkbox"/> ATV Torchlight Parade 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 Journey to Jericho ATV Jamboree,
simply fill out the form and return it to:
Androscoggin Valley Chamber of Commerce, 961 Main Street, Berlin, NH 03570.
Please make checks payable to Androscoggin Valley Chamber of Commerce.**

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

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