

# UTV TAKEOVER.COM

2K25 TOUR



## EVENT SPONSOR PACKET

**10<sup>TH</sup> YEAR ANNIVERSARY**  
2K25 TOUR

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**SALES TEAM**  
SPONSORS / VENDORS /  
ADVERTISERS  
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# **THE UTV TAKEOVER EVENT TOUR**

UTV Takeover is the largest, family-friendly, and community-driven tour of action-packed off-road events in the country! We bring friends, families, and machines right into the heart of the action, creating unforgettable experiences for everyone. Whether you have a UTV, ATV, MX bike, Jeep, or anything in between, and no matter your skill level, our events are designed for YOU to join in the fun and push your limits.

We don't just host events—we build a lifestyle. Our brand partners are about more than products; they're about bringing like-minded people together in one epic playground to connect, network, and build memories that last a lifetime. The Takeover team is passionate about uniting the larger off-road community with the best brands in the industry, celebrating the freedom, culture, and adventure that off-roading brings.

In just ten years, UTV Takeover has grown into the fastest growing and most comprehensive off-road event series in the industry. We're proud to welcome the entire off-road family to our events, held at unique and topographically diverse locations across the country. While UTVs remain our focus, we recognize that the off-road experience extends beyond just vehicles—we embrace everything that makes this lifestyle so special.

Join us in our mission to bring the off-road community together—because no matter what you ride, we've got the perfect event waiting for you!



## **PARTICIPATION & ENGAGEMENT**

UTV Takeover is the ultimate 5-day off-road event that brings together the side-by-side community, sponsors, and vendors for an action-packed, family-friendly experience. With over 30,000 attendees each year, our event is a must-attend for anyone passionate about off-roading! Whether you're an adrenaline junkie or a family looking for fun, we've got something for everyone.

Join us for exciting competitions like short course racing, barrel racing, rock crawling, hill climbs, and rally racing, or enjoy fun, laidback activities like mini-games, blind bandit, tire toss, treasure hunts, and tailgating at our premier daily events. Every day offers a new adventure!

Our premier competitions are the highlight of each day, drawing huge crowds and delivering a spectacular experience you won't find at any other off-road event. Fan favorites like Huckfest, Wheeliefest, Short Course, Rallyfest, and the all new Slalom Showdown, with thousands of spectators watching drivers battle for bragging rights and glory.

Each year, we mix things up with new layouts and challenging course variations, creating fresh, exciting experiences. These events have become viral sensations, generating massive brand awareness, social media buzz, and unforgettable moments for both competitors and attendees.



## **PASSION DRIVEN GROWTH**

The Takeover story began in 2015 when we saw a gap in the market for family-friendly, interactive events that catered to the rapidly growing UTV community. Fast forward to today, and UTV Takeover has become the go-to event for off-road enthusiasts. It's the one event that riders schedule their vacations around, and the marketing opportunity that brands prioritize every year.

UTV Takeover is the perfect blend of location, top-tier brands, community engagement, and a genuine celebration of the off-road lifestyle. This unique combination keeps our attendees coming back year after year, bringing even larger groups of friends, riding clubs, and families. This year, for our 10th anniversary, we're pushing the boundaries even further, creating bigger, better experiences that will help build memories for generations to come.



After 10 years and 30+ events, we're more energized than ever. Our focus remains on our partnerships and the incredible people who make Takeover special. The 2025 season promises to be the most exciting and creative series of events yet—our partners are in for a treat!

The Takeover team is stronger than ever, and we've been working tirelessly behind the scenes to secure all the necessary permits and venues. We're excited to return to some of our most-loved locations while introducing new ones to keep things fresh. As our tour continues to grow, we're opening new doors for marketing opportunities and innovative brand integrations.

If you have ideas for promotion before, during, or after any of the UTV Takeover events, our marketing team is eager to collaborate and bring them to life. Let's make the 10th anniversary of Takeover an event to remember!

## **BRAND PARTNERSHIP**

At UTV Takeover, we understand that a thriving event is one where content creators have the freedom to showcase their brand, launch new products, and build powerful brand awareness in the most incredible riding environments. Our events offer unmatched opportunities for exposure, with breathtaking locations and some of the best riding conditions on the planet.

We invite all brands to get involved in every activity throughout the 5-day event, as well as in the local communities before and after the event. By participating, your brand doesn't just get the chance to create exciting, organic content—it's also placed directly in front of thousands of enthusiasts who are capturing the action and sharing it on social media.

With 30,000 attendees expected each year, the content generated during our events is just the beginning. The real power comes from the millions of impressions that continue to spread between events, as brands, influencers, and families share their experiences across social platforms.

At UTV Takeover, we believe in the magic of bringing together a diverse group of enthusiasts all focused on one goal—creating memories. This unique environment allows for meaningful connections and lasting impressions, making it the perfect platform to elevate your brand and amplify your reach! Don't miss the chance to be part of something special.

## **GIVING BACK**

As we celebrate our 10th anniversary in 2025, UTV Takeover is more committed than ever to giving back to the off-road community. By bringing together thousands of passionate enthusiasts, we've created a unique platform where we can make a lasting impact. In collaboration with our trusted partners, we provide incredible opportunities to promote philanthropic efforts while donating thousands of dollars annually to support both national and local charities.

In 2025, we are continuing our efforts by supporting a variety of amazing organizations, including the American Legion, Oregon Veterans Outreach Center, AMVETS, Fishing Veterans of America, and more. We also proudly contribute to local groups like Hauser Fire & Rescue, North Bay Fire & Rescue, Rogue Valley UTV Club, Project UTV, and Washington County Search & Rescue—all working tirelessly to preserve our beloved riding areas and support the communities that make off-roading possible.

By uniting thousands of like-minded enthusiasts, we not only help raise awareness but also drive positive change that directly impacts the future of our favorite riding spots. This year's 10th anniversary is just the beginning. UTV Takeover 2025 promises even bigger opportunities to connect, give back, and ensure that the off-road industry thrives for years to come.

Join us in making a difference—your participation in UTV Takeover helps create a stronger, more sustainable off-road community, ensuring that we can continue to enjoy the freedom of off-roading for many more years!



## **NEW FOR 2025**

This year's tour marks our milestone 10th Anniversary, and while last year's event was our most successful and largest to date, we're always striving for bigger and better! We are taking exciting new steps to ensure that every sponsor and vendor gets the most out of their participation in our events. For the 2025 season, we're streamlining sponsor and vendor sales directly through our leadership team, ensuring that event logistics and sponsor/vendor dynamics are perfectly aligned for maximum impact.

We're also investing heavily in our marketing team to deliver even more personalized, integrated services to boost your brand's exposure. On top of that, we're enhancing our on-site footprint, offering more flexibility to ensure sponsors and vendors can fully maximize their presence.

### **Here's what we're bringing to the table:**

- Leadership-driven Sponsor & Vendor sales to ensure a streamlined, focused approach.
- A newly expanded and empowered media team dedicated to taking your brand's exposure to the next level!
- A customized Sponsor and Vendor sign-up timeline, designed to lock your brand in for the year with clear, tailored commitments.
- Expanded camping, parking, Community Tent, and vending spaces to maximize sponsor/vendor visibility and opportunities.
- An optimized marketing team focused on driving social interactions and brand awareness at every event.
- Collaborative social marketing efforts to align with your online marketing goals and amplify your brand's presence across platforms.

## **SPONSORSHIP & VENDING SALES PROCESS**

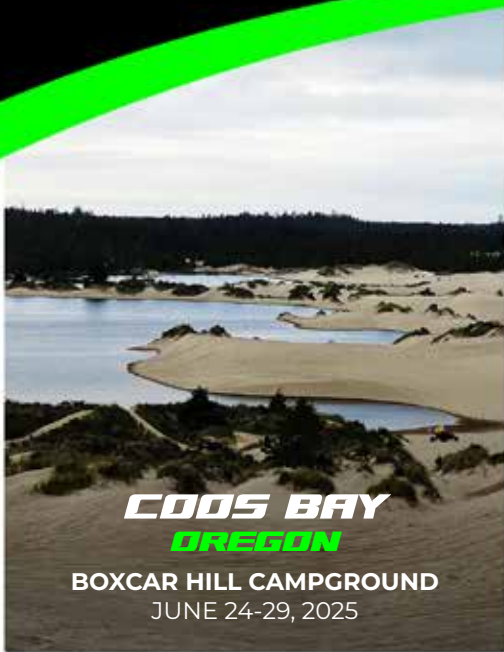
Get ready to be part of the action at the 2025 UTV Takeover events! Signing up for sponsorship and vending opportunities is simple and streamlined. Start by visiting [www.UTVTakeover.com](http://www.UTVTakeover.com) and click on the Sponsorship & Vending link right on our homepage. There, you'll be prompted to submit your brand's contact information. This helps us connect with you quickly and efficiently, ensuring your sponsorship request is handled smoothly. Once you've submitted your details, our team will reach out to discuss how to integrate your brand into the 2025 UTV Takeover experience. We're taking a hands-on approach to ensure every sponsor and vendor has the tools and support they need to succeed.

## **SALES WINDOW**

All sponsorship and vending requests can be easily submitted through our website. We'll begin by reaching out to our previous year's sponsors for package renewals or updates. At the beginning of January, we'll be finalizing our Title and Official Sponsorships, securing top-tier brands to be front and center. In mid-January, we'll focus on connecting with sponsors who also wish to secure vending space, allowing you to not only support the event but present your brand to thousands of community members every single day. Starting in late January through February, we'll begin reaching out to new and remaining sponsors and vendors. Don't wait—secure your spot early to ensure your brand is part of the 2025 UTV Takeover experience!



# 2025 TOUR LOCATIONS



The demand for UTV Takeover events continues to soar, especially in the Northwest. Our Coos Bay event has sold out year after year, and to meet that growing demand, we introduced Winchester Bay in 2024—a fresh and exciting addition to our tour. Due to the overwhelming success and popularity of this new location, we're adjusting the event dates for 2025 to maximize the opportunity!

In 2025, the Winchester Bay event will take place in August, shifting from its original September dates. This change allows us to take full advantage of summer weather and the larger crowds that flock to this beautiful Oregon coast destination during the peak season. The move will amplify the event's size and reach, offering even more opportunities for sponsors and vendors to connect with attendees in a high-energy atmosphere.

Winchester Bay offers bigger dunes, a paved vendor row, unique sand camping areas, and a vibrant local community full of small businesses and restaurants. With this adjustment, we expect the event to be even larger and more exciting in 2025, creating an unparalleled experience for participants and brands alike. Don't miss out on this incredible opportunity to showcase your brand in one of the most scenic and popular off-road locations in the United States!

## SPONSOR & VENDOR SALES / SERVICE

### STEVE MCCARTHY

OWNER/LOGISTICS

STEVEM@UTVTAKEOVER.COM

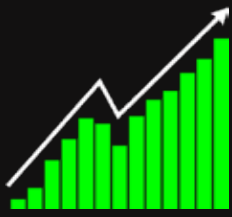
(253) 921-0961

### SALES TEAM

SPONSORS / VENDORS /  
ADVERTISERS

SALES@UTVTAKEOVER.COM





# THE UTV TAKEOVER

# IMPACT

## GENERAL INFORMATION



**30K+**

Estimated 2025  
Event Participants



**150k+**

Social Media  
Followers



**1.4M+**

Average Monthly  
Reach (Organic)



**200k+**

Event Program  
Reach



**24k+**

Email Subscriptions



**150k+**

Average Household  
Income

## ATTENDEE DEMOGRAPHICS



**65%**

Between the Ages  
Of 40-60



**60%**

Male Attendees



**40%**

Female Attendees

## VEHICLE OWNERSHIP



**90%**

Truck



**80%**

UTV



**30%**

ATV



**20%**

Bike



**63%**

RV / Camper /  
Toy Hauler

## PRODUCTS SOUGHT AFTER AT THE EVENT



**70%**

Accessories



**55%**

Lighting



**52%**

UTVs



**48%**

Tires



**46%**

Suspension



**47%**

Wheels



**38%**

Engine  
Performance



**58%**

Audio



**62%**

Clothing

# TITLE SPONSORSHIP PACKAGES

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

## SOCIAL MEDIA BEFORE EVENT

- Logo presented on One (1) Facebook page Header graphic
- Logo presented on One (1) Facebook Community Group Header graphic
- Logo presented on One (1) Youtube Channel Header graphic
- Logo presented on Three (3) Sponsor Grid posts
- One (1) Email Announcement promoting the Sponsorship (Provided by Takeover)
- Seven (6) collaborative Instagram posts (Sponsor generated)
- Three (3) Photo Posts promoting the Sponsorship (Provided by Takeover)
- Six (6) Video Posts promoting the Company (Sponsor supplied)
- Three (3) "Hype" vides promoting the Tour and all Title Sponsors (Provided by Takeover)

## WEB MEDIA BEFORE EVENT

- Logo presented on Website homepage with link
- 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' Official Feather Flag mounted at vending location (Provided by Takeover)
- 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

At UTV Takeover, our Title Sponsors are an essential part of creating the unforgettable experience our events are known for. Each event location provides a unique opportunity to introduce your brand to a new customer segment, all while connecting with the passionate UTV community in scenic, geographically diverse across environments. As a Title Sponsor, your brand will be showcased to tens of thousands of off-road enthusiasts at the events and hundreds of thousands more online across North America and beyond.

## ENDLESS OPPORTUNITIES FOR ENGAGEMENT

UTV Takeover is much more than just a trade show—it's an immersive experience! With daily community-driven activities and a wealth of interactive opportunities, you'll have unlimited chances to connect with attendees. From ambassador participation and event-only promotions to building meaningful relationships with customers, you won't find a better environment for brand integration. We encourage our sponsors to engage directly with the community, educating and creating unforgettable experiences. Whether it's content creation or event participation, we're here to help you achieve your marketing goals before, during, and after the event. Our open-door policy ensures a direct collaboration with the UTV Takeover team, allowing for tailored solutions that maximize your brand's exposure and impact.

## DIRECT SALES & MARKETING PARTNERSHIPS

Our sales and marketing teams are fully committed to helping you make the most of your investment at UTV Takeover. We've reinvested in top-tier industry talent to ensure your brand reaches as many qualified viewers as possible. As a Title Sponsor, you'll have dedicated marketing support, including content creation, custom messaging, and marketing materials—all tailored to your brand's needs. We're here to make sure your team has everything you need to succeed, and we welcome any ideas, questions, or requests you may have.

## EXCLUSIVE "OFFICIAL" PACKAGE BENEFITS

Being a Title Sponsor means more than just a name—it means becoming the "Official [PRODUCT] of UTV Takeover" for the entire year! As a sponsor, your brand will be featured on our brand-new Deal Zone webpage, complete with direct links to your site. Additionally, we're launching all-new Online Giveaways leading up to the events, as well as on-site Benefit Raffles and exclusive promotions through our Deal Zone cards, driving traffic to your booth and enhancing engagement throughout the event.

Don't miss the chance to showcase your brand in front of thousands of off-road enthusiasts while making a lasting impression that extends far beyond the event itself. Join UTV Takeover as a Title Sponsor in 2025 and take your brand to the next level!




# OFFICIAL SPONSORSHIPS

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

 Included with Title Sponsorship

Step up your brand's visibility with the "Official [PRODUCT] of UTV Takeover" sponsorship, a one-of-a-kind opportunity to expand your brand's presence at the biggest off-road events of the year—without the full commitment of a Title Sponsorship. This year-long partnership places your brand front-and-center, reaching hundreds of thousands of fans both at the events and online. Plus, new for 2025, enjoy direct product integration and online promotion like never before!



## 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)



## 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





## BENEFIT RAFFLE INTEGRATION

-  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

-  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

-  Sponsor participation with Deal Zone includes use of "UTVTakeover2025" 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 HELMETS	OFFICIAL SEATS
OFFICIAL AUDIO	OFFICIAL HOTEL	OFFICIAL SUSPENSION
OFFICIAL AXLES	OFFICIAL LIGHTS	OFFICIAL TIRES
OFFICIAL CAGE	OFFICIAL OEM	OFFICIAL TRAILERS
OFFICIAL CASINO	OFFICIAL PERFORMANCE	OFFICIAL TROPHIES
OFFICIAL COMMUNICATIONS	OFFICIAL RACKS	OFFICIAL TRUCK
OFFICIAL DEALERSHIP	OFFICIAL RADIOS	OFFICIAL WHEELS
OFFICIAL ENERGY DRINK	OFFICIAL RECOVERY GEAR	OFFICIAL WHIPS
OFFICIAL GRAPHICS	OFFICIAL RETAILER	OFFICIAL WINCH

## PARTICIPATION DISCOUNTS FOR MAXIMUM VALUE

We want to help your products get in front of the off-road community and into their hands! This year, we're offering participation discounts that can save you up to \$1,500 on your sponsorship package. Simply engage with our all-new product integration opportunities, including a pre-event online giveaways and at least two benefit raffles! Each participation earns you a \$500 discount based on the retail value of your product(s). It's a great way to get your products noticed while saving on your sponsorship investment!

## ALL-NEW MONTH-LONG ONLINE GIVEAWAYS

This year, we're launching six Online Giveaways with participating Official Sponsors. These giveaways will run during April, May, June, July, August and September, allowing you to showcase your brand and products directly to our audience.

Each giveaway will feature complementary sponsored products, bundled together for maximum impact. Participants will be asked to share their contact information, giving your brand the chance to build your customer database and increase brand awareness well before the event!

## INTRODUCING THE ALL-NEW DEAL ZONE

In 2025, we're taking the UTV Takeover experience to the next level with the UTV Takeover Deal Zone. Our brand-new Deal Zone webpage will feature products and brands that participate in our exclusive promo code campaign: "UTVTAKEOVER2025". This promo code can be used to create special offers and discounts that drive conversions throughout the event tour. Additionally, we'll be promoting these deals at the Community Tent on-site, ensuring your brand gets the exposure it deserves.

## ON-SITE DEAL ZONE PROMO CARDS

We're sweetening the deal even further with our On-Site Deal Zone Promo Cards. These cards will be distributed at your vendor booth, promoting your special offer and directing attendees to your booth. Every promo card will also offer attendees a free raffle ticket at the Community Tent, driving foot traffic to your booth and creating even more opportunities to engage with potential customers.

## WHY PARTNER WITH UTV TAKEOVER?

This is more than just a sponsorship—it's an opportunity to connect directly with off-road enthusiasts, build brand loyalty, and boost sales across multiple touch points. With integrated online and on-site promotions, exclusive discounts, and unique product integrations, you'll see a significant return on investment while making lasting connections with your target audience.

# ELITE SPONSORSHIPS

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

The Elite Activities at UTV Takeover are the highlight events of the year, drawing the largest crowds and generating the most buzz at each stop of the tour. These high-energy, action-packed activities attract tens of thousands of off-road enthusiasts, providing unmatched exposure for your brand. We strategically schedule these elite events throughout the week to ensure your sponsorship gets maximum visibility and engagement from fans and participants alike.

Each Elite Sponsorship is available per event, allowing your brand to shine in the spotlight during the most exciting moments of the tour. As soon as your sponsorship is confirmed, the promotion begins—ensuring your brand is front and center before, during, and after the event. Seize this exclusive opportunity to align your brand with the most high-profile activities in the off-road industry. Drive awareness, increase engagement, and build brand loyalty with one of the most impactful sponsorships available at UTV Takeover.

## SOCIAL MEDIA BEFORE EVENT

- Logo presented on One (1) Sponsor Grid post
- One (1) collaborative Instagram posts (Sponsor generated)
- 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
- 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

- DRAG RACING - NIGHT
- GROUP RIDES - NIGHT
- HILLFEST
- HUCKFEST
- LAUNCH PARTY
- SLALOM SHOWDOWN
- SHORT COURSE - NA
- SHORT COURSE - TURBO
- WHEELIE FEST

## WINCHESTER BAY, OR ELITE ACTIVITIES

- DRAG RACING - NIGHT
- GROUP RIDES - NIGHT
- HUCKFEST
- LAUNCH PARTY
- SLALOM SHOWDOWN
- SHORT COURSE - NA
- SHORT COURSE - TURBO
- WHEELIE FEST

## HURRICANE, UT ELITE ACTIVITIES

- DRAG RACING - NIGHT
- GROUP RIDES - NIGHT
- HUCKFEST
- LAUNCH PARTY
- RALLY FEST
- ROCK FEST
- SLALOM SHOWDOWN
- SHORT COURSE - NA
- SHORT COURSE - TURBO
- WHEELIE FEST

# 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, OR - PRESENTING ACTIVITIES

AIR STATIONS	CORNHOLE TOURNEY	GROUP RIDES - DAY	SHOW N SHINE - DAY
ATC 70 OLYMPICS	DEMO RIDES	HAPPY HOUR MEET-N-GREET	SHOW N SHINE - NIGHT
BARREL RACING	DRAG RACING - DUNER CLASS	KIDS ZONE	STEREO WARS
BLIND BANDIT	DRAG RACING - PRO CLASS	MAIN STAGE	TIRE TOSS COMPETITION
CAMPING - POD	DRAG RACING - SPORT CLASS	MASCOT MAYHEM	TOTALLY LIT JACK COMPETITION
CAMPING - PREMIER	DRAG RACING - UNLIMITED CLASS	POKER RUN	TREASURE HUNT
COMMUNITY TENT	FREE ACTIVITIES	ROCK N ROLL BINGO	VENDOR ROW

## WINCHESTER BAY, OR - PRESENTING ACTIVITIES

AIR STATIONS	DEMO RIDES	HAPPY HOUR MEET-N-GREET	SHOW N SHINE - DAY
ATC 70 OLYMPICS	DRAG RACING - DUNER CLASS	KIDS ZONE	SHOW N SHINE - NIGHT
BARREL RACING	DRAG RACING - PRO CLASS	MAIN STAGE	STEREO WARS
BLIND BANDIT	DRAG RACING - SPORT CLASS	MASCOT MAYHEM	TIRE TOSS COMPETITION
CAMPING - POD	DRAG RACING - UNLIMITED CLASS	POKER RUN	TOTALLY LIT JACK COMPETITION
COMMUNITY TENT	FREE ACTIVITIES	ROCK N ROLL BINGO	TREASURE HUNT
CORNHOLE TOURNEY	GROUP RIDES - DAY	SHORT COURSE - ATV	VENDOR ROW

## SAND HOLLOW, UT - PRESENTING ACTIVITIES

BARREL RACING	DRAG RACING - SPORT CLASS	GUIDED RIDE - THE LEDGES	POKER RUN
BLIND BANDIT	DRAG RACING - UNLIMITED CLASS	GUIDED RIDE - TOP OF THE WORLD LOOP	ROCK N ROLL BINGO
CAMPING - POD	GUIDED RIDE - DEAD BROKE	GUIDED RIDE - TRIPLE 7'S	SHOW N SHINE - DAY
CAMPING - PREMIER	GUIDED RIDE - DOUBLE SAMMY	GUIDED RIDE - WEST RIM	SHOW N SHINE - NIGHT
COMMUNITY TENT	GUIDED RIDE - MAZE	HAPPY HOUR MEET-N-GREET	STEREO WARS
CORNHOLE TOURNEY	GUIDED RIDE - MILTS MILE	KIDS ZONE	TIRE TOSS COMPETITION
DEMO RIDES	GUIDED RIDE - PLAN B	MAIN STAGE	TOTALLY LIT JACK COMPETITION
DRAG RACING - DUNER CLASS	GUIDED RIDE - RAZZLE DAZZLE	MASCOT MAYHEM	TREASURE HUNT
DRAG RACING - PRO CLASS	GUIDED RIDE - SLIPLOCK JOHNS	ON-SITE OFFROAD RECOVERY	VENDOR ROW

### SOCIAL MEDIA BEFORE EVENT

- Logo presented on One (1) Sponsor Grid post
- One (1) collaborative Instagram posts (Sponsor generated)
- 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
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- 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
- 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 eager to support the off-road community but may not be able to attend in person or secure an activity-related sponsorship before they sell out. Team Sponsorships provide the perfect opportunity to get your brand in front of thousands of enthusiastic off-road fans—both at the event and online.

As a Team Sponsor, your brand will be integrated into the event experience without the need for on-site presence. This is your chance to extend your reach, boost visibility, and connect with the off-road community in a meaningful way.

Promotion begins immediately upon payment, ensuring your brand gets early exposure across multiple platforms and through event marketing.

Don't miss out on the chance to be part of the action, elevate your brand's presence, and be recognized as a key supporter of the off-road community—whether you're at the event or online!

### 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

Each year, UTV Takeover is proud to collaborate with outstanding partners who play a vital role in making our events incredible. Whether through product donations, in-kind support, or other non-monetary contributions, our Associate Sponsors are key to the success of each event.

As an Associate Sponsor, your brand will gain valuable exposure alongside the biggest names in the off-road community. We actively promote our Associate Sponsors to ensure they receive maximum visibility before, during, and after the event.

We are always open to new and innovative partnerships, and we'd love to explore how we can work together to elevate your brand at our events.

Contact us today to discuss how you can become an Associate Sponsor and take advantage of this unique opportunity to engage with thousands of off-road enthusiasts and strengthen your brand's presence in the industry!

### 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

The Official Program for each UTV Takeover event offers an exceptional opportunity to showcase your brand to thousands of off-road enthusiasts. Published in both physical and electronic formats, this highly sought-after program is distributed to every event participant and downloaded by thousands of fans for mobile scheduling. As a sponsor, you can secure premium advertising space ranging from full-page ads to eye-catching cover placements. With over 3,000 printed programs handed out at each event, this is a high-visibility marketing opportunity that puts your brand directly in the hands of your target audience. Don't miss out on the chance to elevate your presence and make a lasting impression with event participants and online followers alike!

### 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

## CAMPING OPPORTUNITIES

CAMPING PACKAGES STARTING AT \$150/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 - 11pm
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 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

### ON-SITE EVENT CAMPING OPTIONS

Coos Bay, OR	Price	Electrical	Freshwater	Wastewater	Ground	Available
Boxcar Lower Back-In	\$600	X	X	X	Hard Pack	12
Boxcar Upper Through	\$550	X	X		Hard Pack	5
Boxcar Upper Back-In	\$500	X	X		Hard Pack	20
Boxcar Upper Dry	\$400				Hard Pack	10
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

## EVENT ENTRY WRISTBANDS

\$50 EACH (ALL LOCATIONS)

Sponsorship and vending packages include a set number of wristbands for you and your team. Additional wristbands are available for purchase directly on our website. Maximize your event experience and ensure your crew has everything they need to participate and engage with the off-road community by securing youextra wristbands today.





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STUDIO

# CREATIVE SERVICES

POWERED BY: **KOLLAB STUDIO**

Our à la carte list features the most popular creative services for startups and established companies in the industry. From branding and design to marketing and beyond, we offer solutions to fit a variety of business needs. If you don't see what you're looking for, additional services are available upon request. Contact us today to learn more and find the perfect fit for your business goals.



CUSTOM LOGO












WEBSITE DESIGN



EVENT PROMO



APPAREL DESIGN

-  GRAPHIC DESIGN
-  BRANDING SERVICES
-  WEB DEVELOPMENT
-  PHOTOGRAPHY
-  VIDEOGRAPHY
-  VIDEO EDITING
-  APPAREL DESIGN & PRINT
-  EVENT PROMOTIONAL MATERIAL
-  ONLINE MARKETING



COHESIVE  
**BRANDING**



ATTRACT MORE  
**CUSTOMERS**



INCREASE  
**SALES**

## FOR MORE INFORMATION

Call Us:  
**(253) 921-0961**

Email Us:  
**services@UTVTakeover.com**

GRAPHIC DESIGN	DESIGN	PRINT
Business Cards	\$150	\$40/500
Online Banners	\$150	-
Packaging	\$400	Contact
Brochures	\$300	\$180/250
Catalogs	\$600	Contact
Posters	\$200	\$170/36"x48"
Infographics	\$200	-

BRANDING		
Standard Logo		\$450
Premium Logo		\$850
Style Guide		\$100

WEB DEVELOPMENT		
Standard Content Website		\$2000
Custom Content Website		\$5000+
Standard eCommerce Website		\$5000
Custom eCommerce Website		\$10,000+
Website Refresh		\$100/hr

EVENT PROMOTIONAL ITEMS	DESIGN	PRINT
Canopy	\$300	\$400+
Banners	\$200	\$300+
Flags	\$200	\$200+
Table Covers	\$100	\$200+
Sandwich Boards	\$100	\$150+
Brochures	\$300+	\$1.50/unit
Flyers	\$200	\$1/unit



## CUSTOM PACKAGES AVAILABLE

Our team is dedicated to providing solutions that align perfectly with your goals. By collaborating with one of our UTV Takeover designers, you can create a custom services package that caters specifically to your business needs and budget. Schedule a call today by giving us a call at **(253) 921-0961** or email us at [services@utvtakeover.com](mailto:services@utvtakeover.com).

### APPAREL

Standard Branded Shirt Design	\$100
Custom Graphic Shirt Design	\$300+
Apparel Print	\$10 +item
Shirt Embroidery	\$9 +item
Hat Embroidery	\$9 +item

### MARKETING

Social Media Posts (Image)	\$100
Social Media Post/Reels (Video)	\$200
Email Marketing	\$300+
Graphic Ads	\$100
Video Ads	\$200+

### PHOTO

Event Photography	Contact
Onsite Photography	Contact
Photo Editing	Contact

### VIDEO

Event Videography	Contact
Onsite Videography	Contact
Video Ads / Commercials	Contact
Video Testimonials	Contact
Training Install Videos	Contact
Drone Video	Contact



**10<sup>TH</sup>**  
**YEAR**  
**ANNIVERSARY**  
**2K25 TOUR**

## **CONTACT US**

### **STEVE MCCARTHY**

OWNER/LOGISTICS

STEVEM@UTVTAKEOVER.COM

(253) 921-0961

### **SALES TEAM**

SPONSORS / VENDORS /

ADVERTISERS

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