



# NEW FOR 2026

## NEW AND OR UPDATED MARKETING ITEMS FOR 2026:

- **New** bundle packages offering 5% savings, plus multi-event discounts for another 5% - rewarding loyal partners with up to 10% savings as we embark on the next decade together.
- **New** vendor row-exclusive activities, a dedicated lounge, kids' zone, enhanced food/drink specials, and more—all designed to increase foot traffic while keeping visitors on vendor row longer, creating more opportunities for engagement and sales.
- **New** customizable sponsorship packages tailored to your priorities - direct focus on social media, e-commerce, or on-site activation for true ROI, ditching one-size-fits-all.
- **New** media packages emphasizing following, tagging, collaborations, and cross-promotion to deliver content precisely when and where needed, hitting your target audience.
- **New** logo pages feature SEO-optimized text and “SHOP NOW” buttons, seamlessly guiding consumers from views to purchases.
- **New** redesigned Sponsorships now integrate with our revamped website and new e-commerce store, prominently showcasing sponsors' products to drive targeted sales before, during, and after events—and year-round for ongoing visibility and growth.
- **New** partnerships with top influencers and “Legends” via our ambassador and legends programs - engineered for cross-promotion to funnel fresh traffic to UTV Takeover and brand partners.
- **New** early bird participant incentives to accelerate sellouts, ignite social buzz, and surge traffic to booths and digital campaigns.
- **New** access to raw footage, polished edits, and custom graphics - equipping your team with premium assets for timely promotion.

## NEW AND OR UPDATED ON-SITE ACTIVITIES FOR 2026:

- ▶ **New** UTV Takeover Sand Drag Series – Custom-built to attract top industry racers and massive crowds, unlocking a thrilling new market and elevating the adrenaline at UTV Takeover!
- ▶ **New** Head-to-Head Drag Racing Classes plus dedicated Kids Classes – Intense side-by-side battles for pros and fun, safe racing action for the next generation of riders.
- ▶ **New** Pit Bike Olympics and multi-class ATC Olympics – High-energy, crowd-pleasing competitions that bring non-stop excitement and showcase epic skills.
- ▶ **New** Short Course Classes – Expanded lineup with NA Class, Turbo Sport Class, Turbo Pro Class, and a dedicated Women's Class – more ways to race, more variety, more thrills!
- ▶ **New** Partnership with Texas Outlaw Short Course Series – Bringing their powerhouse racers, loyal fans, and high-octane energy straight to UTV Takeover in Utah – fresh faces, bigger crowds, and explosive new action.
- ▶ **New** Vendor Row events engineered to pull in massive crowds and keep everyone hanging out longer for unbeatable engagement:
  - ▶ **Show-N-Shine relocated to Noon** – Doubling down on daytime traffic during peak lunch hours while keeping the epic 6:00 PM raffle as the ultimate draw.
  - ▶ **Stereo Wars shifted to Noon (on a separate day)** – Cranking up the volume and energy midday to pack Vendor Row when the crowds are hungry for action.
  - ▶ **New Tire Relay at Noon on day three** – Fast-paced, hilarious team challenges that guarantee laughs and huge turnout.
  - ▶ **New Kids-Only Treasure Hunt exclusive to Vendor Row** – Family-friendly adventure that keeps the little ones exploring (and parents shopping) all day.
  - ▶ **New Friday Night Block Party with the return of Night Show-N-Shine** – THE hotspot with games, killer drink specials, food deals, and non-stop vibes under the lights.
  - ▶ **More food vendors plus a new on-site sports bar loaded with TVs, tables, and games** – Creating the perfect hangout to fuel up, chill, and stay on Vendor Row from open to close.