

UTV TAKEOVER.COM

2K26 TOUR



EVENT SPONSOR PACKET

www.UTVTakeover.com

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THE UTV TAKEOVER EVENT TOUR

UTV Takeover stands as the premier, family-friendly, community-powered tour of high-energy off-road events across the nation! We unite friends, families, and machines in the epicenter of the action, crafting lifelong adventures for all. No matter if you're behind the wheel of a UTV, ATV, dirt bike, Jeep, or something unique, and regardless of your experience level—our events are built for YOU to dive in, challenge yourself, and thrive. We're not simply hosting gatherings; we're cultivating a thriving lifestyle. Our brand partners go beyond products - they forge connections among passionate individuals in massive, shared playgrounds where networking, collaboration, and lasting memories flourish. The Takeover crew is driven by a mission to connect the broader off-road world with leading industry brands, honoring the freedom, culture, and pure thrill that define off-roading.

In just over a decade, UTV Takeover has exploded into the fastest growing and most dynamic off-road event series in the industry. We're thrilled to invite the entire off-road family to join us at stunning, varied locations nationwide. With UTVs at our core, we celebrate the full spectrum of the off-road passion—embracing every element that makes this world irresistible.

Step into the next chapter with us in 2026 as we unite the off-road community like never before—whatever you ride, the ultimate event is calling!



PARTICIPATION & ENGAGEMENT

UTV Takeover offers companies an unparalleled opportunity to sponsor a 5-day off-road extravaganza that attracts over 30,000 passionate side-by-side enthusiasts each year. By sponsoring key elements of the event, from flagship competitions to daily activities - brands can position themselves directly in front of highly engaged attendees, including thrill-seekers, families, and dedicated off-road fans. Sponsorships enable companies to gain prime visibility, interact with participants through branded activations, and connect with a captive audience throughout the entire family-friendly adventure.

Sponsors can align with heart-pounding flagship events like Huckfest, Wheeliefest, Short Course, Rallyfest, and the innovative Slalom Showdown, which draw massive daily crowds and create exclusive, high-energy spectacles. By sponsoring these crowd-pleasers, companies place their brand front and center as thousands of spectators cheer on competitors, delivering unmatched exposure. Additional sponsorship opportunities include relaxed fan-favorite activities such as

mini-games, blind bandit, tire toss, treasure hunts, and tailgating, allowing brands to engage directly with participants in fun, interactive settings. Each day's fresh lineup of thrills provides multiple touchpoints for sponsors to connect with attendees, while refreshed course layouts and new challenges ensure viral moments that amplify brand reach through social media and shared stories.

New for 2026, UTV Takeover is expanding Vendor Row with a broader and more diverse lineup of daily activities designed to attract and retain participants throughout each day. These additions, ranging from interactive demos and skill challenges to live entertainment, food truck rallies, and family-focused games, will keep crowds circulating through Vendor Row for extended periods, creating ongoing opportunities for vendors and sponsors to engage directly with attendees, showcase products, and build lasting connections in a vibrant, high-traffic environment.



Following our landmark 10th anniversary celebration of an incredible decade, 2026 marks the dawn of UTV Takeover's exciting next chapter focusing squarely on people, partnerships, and uniting brands and participants toward shared victories. We bridge manufacturers with dealers, dealers with customers, and customers with unforgettable memories. This renewed emphasis on collaboration shines through customized media packages, bundled offerings, strategic discounts aimed at driving product sales for partners, and elevated entertainment for attendees.

Our innovative customizable media packages attract fresh audiences to the events, while new vendor row-centric activities boost foot traffic and engagement like never before.

UTV Takeover masterfully blends prime locations, elite brands, deep community ties, and authentic off-road spirit. This powerful mix draws loyal fans back annually with bigger crews, riding groups, clubs, and multi-generational families.



Launching 2026 with three standout locations, each purposefully unique in theme, activities, and objectives. These distinctions deliver renewed energy and memories for our dedicated followers while pulling in new enthusiasts to discover the full spectrum of Takeover magic. This is the thrilling rebirth of UTV Takeover - poised for even greater heights!

The Takeover team is at peak strength, relentlessly securing top venues and permits. We're blending beloved returns with innovative integrations to fuel growth and unlock expanded marketing avenues.

Share your promotional concepts for pre-, during-, or post-event activation - our marketing crew is ready to partner and ignite them. Together, let's launch this next era of Takeover into legendary status!

BRAND PARTNERSHIP

At UTV Takeover, we empower content creators with unparalleled freedom to highlight brands, debut products, and amplify awareness in world-class riding terrains. Our events unlock explosive exposure opportunities amid jaw-dropping landscapes and premier riding conditions.

We urge brands to immerse fully in the 5-day action and extend impact into surrounding communities pre- and post-event. Participation fuels authentic, organic content while positioning your brand before thousands of engaged enthusiasts actively capturing and sharing the excitement online.

With 30,000+ expected attendees yearly, on-site content is just the spark! The true explosion comes from millions of ongoing impressions as brands, influencers, and families broadcast their stories across social channels.

UTV Takeover thrives on uniting diverse enthusiasts around one passion: forging enduring memories. This vibrant setting fosters genuine connections and profound impact, ideal for elevating your brand and expanding reach!

Launching the “UTV Takeover Legends Tour” in 2026, spotlighting the sport’s biggest names, influencers, and icons for celebration at our events. This fresh approach sets aside rivalries, leaving stress and competition behind to unite as a community in honoring our shared love for off-roading. We’ll recognize trailblazers for pushing boundaries and elevating the industry.

Through cross-promotions with these legends via social media, podcasts, e-commerce, websites, and enhanced on-site media, we’ll amplify every achievement and message. These strategic alliances expand reach, skyrocket impressions, attract new audiences to UTV Takeover and crucially, direct them straight to vendor row.



GIVING BACK

Entering this bold new chapter in 2026, UTV Takeover is deepening our commitment to giving back to the off-road community that makes everything we love possible. By bringing together thousands of passionate enthusiasts, we create a powerful platform to support and celebrate those who contribute so much - innovative brands and companies, dedicated riding groups and communities, generous landowners who grant access, and the many others who keep our sport thriving. This expanded focus on meaningful giving not only strengthens our bonds with existing partners but also attracts new audiences and event collaborators eager to align with a community-driven mission.

In 2026, we will continue directing thousands in annual donations to meaningful causes, with a renewed focus on uplifting the people and organizations that sustain our trails and riding areas. This includes strengthening partnerships with local charities, first responders, veteran support groups, search and rescue teams, and community guardians who protect access, maintain riding zones, and give back to the areas that host us.

Uniting riders does more than build excitement - it drives real impact by honoring and supporting those who make off-roading possible while drawing in fresh faces and partners inspired by our collective spirit of contribution. With this fresh vision for 2026, we’re opening even greater opportunities to connect, contribute, attract new enthusiasts and supporters, and ensure the off-road lifestyle remains strong for generations to come.

Partner with us to give back and grow together! Your involvement in UTV Takeover helps strengthen the entire community, supports those who keep our trails open, draws in new audiences and partners, and preserves the off-road freedom we all cherish.

NEW FOR 2026

As we charge into the next chapter post our epic 10th anniversary, UTV Takeover is evolving bolder and stronger! We're committed to maximizing value for every sponsor and vendor through targeted innovations. For 2026, we're channeling direct leadership into sponsor and vendor engagement for seamless alignment and amplified results.

We're pouring massive resources into marketing, media, and e-commerce to attract broader demographics, reach untapped participants, and promote brands in ways that generate impressions—and crucially, drive sales.

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

- 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.

SPONSORSHIP & VENDING SALES PROCESS

Dive into the 2026 UTV Takeover thrill - securing sponsorship and vending spots is streamlined and partner-focused! Head to www.UTVTakeover.com, tap the Sponsorship & Vending link on the homepage, and submit your brand details. This fast-tracks our connection for personalized discussions on seamlessly weaving your brand into the 2026 tour.

We're adopting a direct, hands-on strategy to equip every sponsor and vendor with tailored tools and support for standout success.

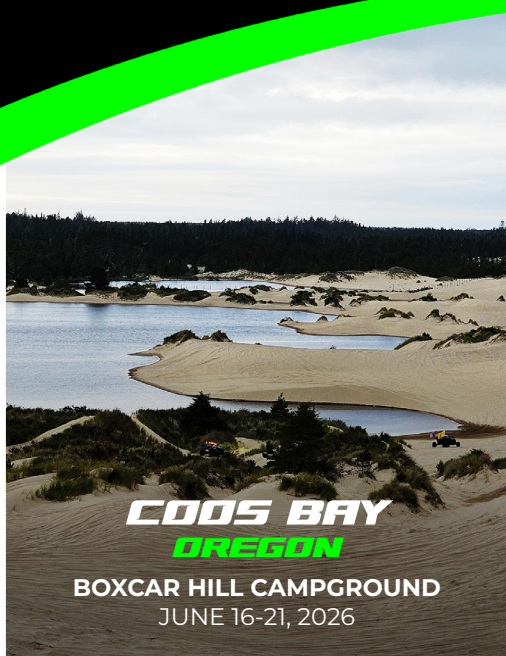
SALES WINDOW

Sponsorship and vending applications flow effortlessly via our site. We prioritize renewing and enhancing packages for last-year partners first. Early January locks in Title and Official Sponsorships, spotlighting elite brands. Mid-January targets sponsors adding vending for daily community exposure. From late January into February, we engage new and remaining partners.

Act fast—claim your prime position early to anchor your brand in the 2026 UTV Takeover revolution!



2026 TOUR LOCATIONS



COOS BAY OREGON

BOXCAR HILL CAMPGROUND
JUNE 16-21, 2026



WINCHESTER BAY OREGON

WINCHESTER BAY DUNES
AUGUST 11-16, 2026



HURRICANE UTAH

SAND HOLLOW STATE PARK
OCTOBER 20-25, 2026

Demand for UTV Takeover surges, particularly in the Northwest. Our Coos Bay staple sells out consistently, and Winchester Bay's addition has been a runaway hit. For 2026, we've refined dates, advancing Coos Bay by a week and shifting Winchester Bay back, to ensure ample spacing and optimal timing.

Coos Bay now kicks off Northwest dunes season with prime early-summer energy. Winchester Bay aligns perfectly mid-summer for peak weather and crowds. Each stop features distinct themes, activities, and goals, delivering unique vibes, targeted audiences, renewed excitement for veterans, and irresistible appeal for newcomers.

Coos Bay thrives for passionate riders, boasting epic group rides, vast interconnected trail networks through the legendary Oregon Dunes National Recreation Area, direct access to expansive soft sands, and rare beach riding along miles of accessible coastline - pure adrenaline amid approachable yet thrilling terrain for every level.

Winchester Bay embodies the ultimate off-road festival, with paved vendor rows for seamless access, tight-knit local community ties featuring charming small businesses and restaurants, and breathtaking panoramic views from towering dunes - the tallest on the Oregon Coast. Rooted in a rich history of iconic events, it's where enthusiasts slow down to savor off-road culture, coastal charm, and a welcoming family-like atmosphere.

Sand Hollow masterfully blends both worlds in a stunning state park setting on a reservoir lake - challenge yourself with technical rock crawling across vibrant red sandstone formations or carve through massive soft-sand dunes spanning thousands of acres. The centrally paved vendor row sits amid the action, merging festival buzz with unparalleled scenic beauty for the perfect off-road escape.

SPONSOR & VENDOR SALES / SERVICE

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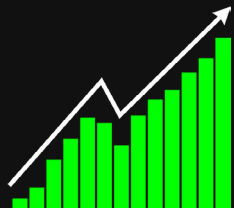
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THE UTV TAKEOVER

IMPACT

GENERAL INFORMATION



30K+

Estimated 2026
Event Participants



150k+

Social Media
Followers



1.4M+

Average Monthly
Reach (Organic)



200k+

Event Program
Reach



32k+

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



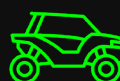
70%

Accessories



55%

Lighting



52%

UTVs



48%

Tires



46%

Suspension



47%

Wheels



38%

Engine
Performance



58%

Audio



62%

Clothing

TITLE SPONSORSHIP PACKAGE

OVERVIEW 6 TITLE SPONSORSHIP OPPORTUNITIES - STARTING AT \$5,000 PER EVENT

At UTV Takeover, our Title Sponsorship package delivers unmatched value by bridging manufacturers with dealers, dealers with consumers, and consumers with lasting memories in the heart of the off-road community. We achieve this through comprehensive media strategies spanning onsite activations, social media outreach, and website integrations, all customizable to fit your brand's vision. These packages offer premium quality at accessible prices, emphasizing not just impressions and market expansion but real sales growth - helping you move product and build loyalty in 2026.

Elevate your pre-event visibility with our targeted email marketing and dynamic social media campaigns. Start with a dedicated email announcement spotlighting your sponsorship, reaching our engaged subscriber base. On social, enjoy logo placements on Facebook page and community group headers, YouTube channel graphics, and a sponsor grid post, plus three collaborative Instagram posts and one photo post promoting your brand. We've enhanced our social photo posts with tagging and collaboration features, enabling a coordinated push to tap into new audiences and amplify your reach effectively.

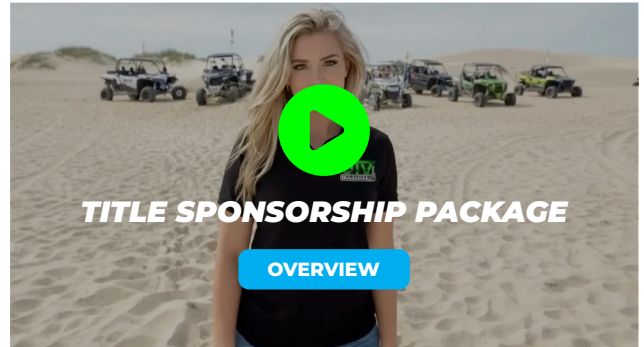
Transform online impressions into actionable sales with our upgraded website media before the event. Your logo shines on the homepage, event-specific landing pages as "Title Sponsor" and "Official [Product]," sponsors pages, header graphics, and digital event program elements - all with direct links. New for 2026, our logo pages feature SEO-optimized text and "SHOP NOW" buttons, seamlessly guiding consumers from views to purchases. This integrates with our expanded paid Google and Facebook ads, plus diversified marketing that leverages search results, cookies, and cross-platform connections across Google, YouTube, websites, and social for maximum conversion potential.

Dominate the event grounds with our onsite media during UTV Takeover, ensuring your brand is everywhere attendees turn. As Title Sponsor, gain prime exposure from front gates to vendor row and high-traffic zones, including 3'x10' brand banners in the community tent and event areas, a 6' feather flag at your vending spot, on-stage mentions before the awards ceremony, and logo placements on printed programs, trophies, banners, corn hole boards, feather flags, inflatable archways, staff polos, main stage backdrops, tour clothing, and volunteer vests, plus 10 event wristbands. This all-encompassing package covers every onsite touchpoint for immersive, unforgettable brand impact.

New for 2026, empower your marketing with fully customizable media packages tailored to your unique goals, ditching the outdated one-size-fits-all model that dilutes results. Align your strategy precisely: for instance, your sponsored video can now be showcased on social media for broad reach, embedded on our website for sustained visibility, or displayed on digital billboards in vendor row for onsite buzz. This flexibility ensures your content resonates where it matters most, driving targeted engagement and sales.

Extend that customization to your full-page ad, giving you the power to choose its optimal platform for alignment with your objectives. Previously limited to the onsite program, a solid value on its own, now select from a 3-photo carousel ad on social media for viral potential, on our website for digital longevity, or in the printed event program for tangible attendee interaction. This adaptable approach lets you reach the right audience, whether it's online communities or event-goers, to maximize ROI and brand growth.

The game-changer for 2026 is our innovative e-commerce package, turning passive impressions into direct conversions like never before. We've built a robust online shop on our website where your brand and up to 100 products are prominently featured on "Shop by Category," "Deal Zone," and "Shop" pages, complete with data and photos you provide. Drive traffic through paid Facebook and Google ads (handled by us), "View Shop" links on social, email campaigns, and even a digital billboard ad onsite. This seamless call-to-action ecosystem connects our active UTV audience straight to your products, boosting sales and long-term partnerships.



TITLE SPONSORSHIP PACKAGE

SCHEDULES 6 TITLE SPONSORSHIP OPPORTUNITIES - STARTING AT \$5,000 PER EVENT

★ New Package Item ⌚ Updated Package Item

INCLUDED EMAIL MARKETING BEFORE EVENT

One (1) Email Announcement Promoting The Sponsorship
(Provided By Takeover)

INCLUDED 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 One (1) Sponsor Grid Post

Three (3) Collaborative Instagram Posts (Sponsor Generated)

⌚ One (1) Photo Post Promoting The Sponsorship (Provided By Takeover)

INCLUDED WEBSITE MEDIA BEFORE EVENT

Logo Presented On Website Homepage With Link

⌚ Logo Presented On Website Event-Specific Landing Page As
“TITLE SPONSOR” With Link

⌚ Logo Presented On Website Event-Specific Landing Page As
“OFFICIAL (PRODUCT)” With Link

⌚ Logo Presented On Website Event-Specific Sponsors Page As
“TITLE SPONSOR” With Link

⌚ Logo Presented On Website Event-Specific Sponsors Page As
“OFFICIAL (PRODUCT)” With Link

Logo Presented On Website Event-Specific Header Graphics

Logo Presented On Digital Event Program Cover

Logo Presented In Digital Event Program Sponsor Grid

Logo Presented In Digital Event Program Interior Page Margins

INCLUDED ONSITE MEDIA DURING EVENT

One (1) 3’x10’ Brand Banner Displayed In The Community Tent
(Provided By Sponsor)

Two (2) 3’x10’ Brand Banners Displayed In High Traffic Event Areas
(Provided By Sponsor)

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

Logo Presented On Printed Event Program Cover

Logo Presented In Printed Event Program Sponsor Grid

Logo Presented In Printed Event Program Interior Page Margins

Logo Presented On One Hundred Eighty (180) Event Trophies

Logo Presented On Six (6) 3’x10’ Event Banners

Logo Presented On Eight (8) Corn Hole Boards

Logo Presented On Twenty-Four (24) Feather Flags

Logo Presented On Three (3) Inflatable Archways

Logo Presented On Forty (40) Staff Polo Shirts

Logo Presented On One (1) 7’x14’ Main Stage Backdrop

Logo Presented On Tour-Specific Clothing

Logo Presented On One Hundred (100) Volunteer Vests

Includes Ten (10) Event Wristbands

CUSTOMIZABLE - Pick where your VIDEO is displayed (Pick 1 of 3)

One (1) Video Presented on Social Promoting The Company
(Provided By Sponsor)

★ One (1) Video Presented On Website Promoting The Company
(Provided By Sponsor)

★ One (1) Video Presented On Digital Billboard Promoting The Company
(Provided By Sponsor)

CUSTOMIZABLE - Pick where your AD is displayed (Pick 1 of 3)

★ One (1) Advertisement Presented On Social - 3 Photo Carousel
(Provided By Sponsor)

★ One (1) Advertisement Presented On Website – “Large Ad”
(Provided By Sponsor)

One (1) Advertisement Presented In Printed Event Program - FULL Page
(Provided By Sponsor)

E-COMMERCE PACKAGE

★ Sponsor And Products Featured On “SHOP BY CATEGORY” Page On
The Website

Sponsor And Products Featured On “DEAL ZONE” Page On The Website

★ Sponsor And Products Featured On “SHOP” page On The Website
(Up To 100 Products - Data & Photos Provided By Sponsor)

★ Sponsor And Products Featured On Paid Facebook Ads
(Provided And Paid By Takeover)

★ Sponsor And Products Featured On Paid Google Ads
(Provided And Paid By Takeover)

★ Sponsor And Products Featured On “VIEW SHOP” Link on Social

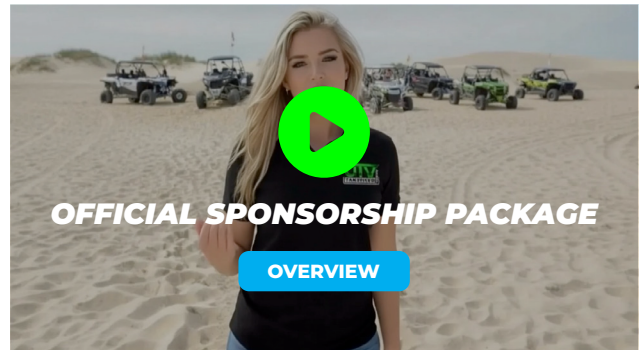
★ Sponsor And Products Featured On Email Marketing Campaigns

★ Sponsor And Products Featured On One (1) Advertisement Presented On
Digital Billboard (Provided By Takeover)

OFFICIAL SPONSORSHIP PACKAGE

OVERVIEW OFFICIAL SPONSORSHIP PACKAGE - STARTING AT \$2,500 PER EVENT

At UTV Takeover, our Official Sponsorship package offers exceptional value by forging powerful connections between manufacturers and dealers, dealers and consumers, and consumers with unforgettable off-road memories. We deliver this through balanced, high-impact media strategies covering onsite activations, social media engagement, and website visibility - all customizable to your brand. These packages provide premium exposure at budget-friendly pricing, with a sharp 2026 focus on driving real sales, moving product, and expanding your market reach in the passionate UTV community.



Build pre-event excitement and broaden your audience with our enhanced social media package. Your logo shines in a dedicated sponsor grid post, complemented by two collaborative Instagram posts (content you provide) and one professional photo post promoting your Official Sponsorship (created by our team). We've upgraded our photo posts to include strategic tagging and collaboration, delivering a coordinated approach that unlocks new markets and amplifies your brand's voice across engaged off-road followers.

Drive traffic and conversions with our targeted website media before the event. As the "Official [Product]" of UTV Takeover, your logo gains prominent placement with direct links on event-specific landing pages, sponsors pages, and the digital event program sponsor grid. New for 2026, these pages feature SEO-optimized text and convenient "SHOP NOW" buttons, turning impressions into clicks and sales. This seamlessly integrates with our paid Google and Facebook ads plus diversified marketing tactics that capitalize on search results, cookies, and cross-platform synergy across Google, YouTube, our website, and social channels.

Maximize your presence throughout the event with comprehensive onsite media that puts your brand in the spotlight. Enjoy prime visibility in the main community tent, vendor row, and high-traffic areas via a 3'x10' brand banner in the community tent, two additional 3'x10' banners in key locations, a 6' Official Sponsor feather flag at your vending spot, an on-stage host mention before Saturday's awards ceremony, logo placement in the printed event program sponsor grid, and eight event wristbands. This complete package ensures your brand dominates every attendee touchpoint for lasting impact.

For 2026, we're introducing full customization to your media packages, moving beyond one-size-fits-all strategies that dilute results and misalign with your objectives. Tailor your approach for maximum effectiveness - for example, your sponsor-provided video can now be featured on social media for wide-reaching buzz, embedded on our website for ongoing visibility, or showcased on digital billboards in vendor row for powerful onsite reinforcement. This flexibility aligns perfectly with your goals to deliver targeted, high-performing engagement.

Take control of your advertising with customizable options for your half-page ad. Previously confined to the onsite printed program, a proven value, now choose the ideal platform: a dynamic 2-photo carousel on social media for viral reach, on our website for sustained digital exposure, or in the printed event program for hands-on attendee interaction. This adaptable selection lets you precisely target your audience, whether online enthusiasts or event attendees, to boost ROI and accelerate brand growth.

The standout innovation for 2026 is our integrated e-commerce package, transforming impressions into direct sales like never before. Your brand and up to 100 products (with data and photos you supply) will be prominently featured on our website's "Shop by Category," "Deal Zone," and dedicated "Shop" pages. We'll drive qualified traffic through paid Facebook and Google ads (created and funded by us), "View Shop" links on social, email marketing campaigns, and a dedicated digital billboard ad onsite. This robust call-to-action system connects our highly engaged UTV audience straight to your products, fueling conversions and long-term success.

OFFICIAL SPONSORSHIP PACKAGE

SCHEDULES

OFFICIAL SPONSORSHIP PACKAGE - STARTING AT \$2,500 PER EVENT

★ New Package Item

✱ Updated Package Item

INCLUDED SOCIAL MEDIA BEFORE EVENT	INCLUDED ONSITE MEDIA DURING EVENT
Logo Presented On One (1) Sponsor Grid Post	One (1) 3’x10’ Brand Banner Displayed In The Community Tent (Provided By Sponsor)
Two (2) Collaborative Instagram Posts (Sponsor Generated)	Two (2) 3’x10’ Brand Banners Displayed In High Traffic Event Areas (Provided By Sponsor)
✱ One (1) Photo Post Promoting The Sponsorship (Provided By Takeover)	One (1) 6’ Official Sponsor Feather Flag Mounted To Vending Location (Provided By Takeover)
INCLUDED WEBSITE MEDIA BEFORE EVENT	Sponsor Mention By Host On-Stage Prior To Saturday’s Awards Ceremony
Logo Presented On Website Event-Specific Landing Page As “OFFICIAL (PRODUCT)” With Link	Logo Presented In Printed Event Program Sponsor Grid
Logo Presented On Website Event-Specific Sponsors Page As “OFFICIAL (PRODUCT)” With Link	Includes Eight (8) Event Wristbands
Logo Presented In Digital Event Program Sponsor Grid	

CUSTOMIZABLE - Pick where your VIDEO is displayed (Pick 1 of 3)	E-COMMERCE PACKAGE
One (1) Video Presented on Social Promoting The Company (Provided By Sponsor)	★ Sponsor And Products Featured On “SHOP BY CATEGORY” Page On The Website
★ One (1) Video Presented On Website Promoting The Company (Provided By Sponsor)	Sponsor And Products Featured On “DEAL ZONE” Page On The Website
★ One (1) Video Presented On Digital Billboard Promoting The Company (Provided By Sponsor)	★ Logo Presented On “SHOP” page On The Website With Link to “Your Vendor Page”
CUSTOMIZABLE - Pick where your AD is displayed (Pick 1 of 3)	★ Sponsor And Products Featured On Paid Facebook Ads (Provided And Paid By Takeover)
★ One (1) Advertisement Presented On Social - 2 Photo Carousel (Provided By Sponsor)	★ Sponsor And Products Featured On Paid Google Ads (Provided And Paid By Takeover)
★ One (1) Advertisement Presented On Website - “Medium Ad” (Provided By Sponsor)	★ Sponsor And Products Featured On “VIEW SHOP” Link on Social
One (1) Advertisement Presented In Printed Event Program - Half Page (Provided By Sponsor)	★ Sponsor And Products Featured On Email Marketing Campaigns
	★ Sponsor And Products Featured On One (1) Advertisement Presented On Digital Billboard (Provided By Takeover)

SPONSORSHIP EXAMPLES

OFFICIAL ACCESSORIES

OFFICIAL AUDIO

OFFICIAL AXLES

OFFICIAL CAGE

OFFICIAL CASINO

OFFICIAL COMMUNICATIONS

OFFICIAL DEALERSHIP

OFFICIAL ENERGY DRINK

OFFICIAL GRAPHICS

OFFICIAL HELMETS

OFFICIAL HOTEL

OFFICIAL LIGHTS

OFFICIAL OEM

OFFICIAL PERFORMANCE

OFFICIAL RACKS

OFFICIAL RADIOS

OFFICIAL RECOVERY GEAR

OFFICIAL RETAILER

OFFICIAL SEATS

OFFICIAL SUSPENSION

OFFICIAL TIRES

OFFICIAL TRAILERS

OFFICIAL TROPHIES

OFFICIAL TRUCK

OFFICIAL WHEELS

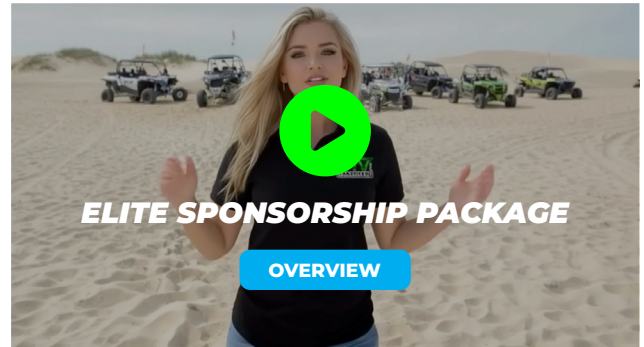
OFFICIAL WHIPS

OFFICIAL WINCH

ELITE SPONSORSHIP PACKAGE

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

At UTV Takeover, our Elite Sponsorship package places your brand at the epicenter of our largest, most electrifying activities like Huckfest, Shortcourse, Wheeliefest, and Drag Racing, that consistently draw the biggest crowds and generate the highest energy on tour. These massive gatherings create endless opportunities for impressions, premium content creation, and direct audience connections, while bridging manufacturers with dealers, dealers with consumers, and consumers with epic memories. Our complete, customizable media packages span onsite activations, social media, and website visibility, delivering top-tier quality at budget-friendly prices. In 2026, we're laser-focused on driving real sales and helping you move product alongside expanding your reach.



Ignite pre-event buzz with our targeted social media exposure tailored for Elite Sponsors. Your logo commands attention in a prominent sponsor grid post, paired with one collaborative Instagram post (content you provide) and one professional photo post spotlighting your sponsorship (created by our team). We've enhanced these photo posts with strategic tagging and collaboration, ensuring a coordinated strategy that breaks into new markets and elevates your brand across our passionate off-road audience.

Convert interest into action through our upgraded website media before the event. As "Elite Sponsor," your logo gains prime placement with direct links on event-specific sponsors pages, the dedicated activity page as "Presented By," and the digital event program sponsor grid. New for 2026, these pages include SEO-optimized text and "SHOP NOW" buttons for seamless product access, turning views into clicks and sales. This powerhouse setup integrates with our paid Google and Facebook ads plus diversified marketing that harnesses search results, cookies, and interconnected platforms - Google, YouTube, our website, and social, for optimal conversions.

Own the spotlight onsite with comprehensive media that dominates our highest-traffic activities. Enjoy unmatched visibility via a 3'x10' brand banner in the community tent, two additional 3'x10' banners at your sponsored activity area, multiple host mentions, including during the activity itself and before Saturday's awards ceremony, logo placement in the printed event program sponsor grid, and six event wristbands. This all-inclusive package ensures your brand is woven into every thrilling moment, delivering the most complete onsite marketing available.

For 2026, we're empowering Elite Sponsors with full media package customization, abandoning rigid one-size-fits-all formats that underdeliver and misalign with your goals. Tailor your strategy for peak performance - for example, your Takeover-produced video promoting the sponsorship can now run on social media for massive reach, embed on our website for lasting exposure, or play on digital billboards in vendor row for unbeatable onsite impact. This targeted flexibility maximizes engagement and results.

Amplify your message further with customizable ad placement for your quarter-page creative. Move beyond the traditional printed event program option, still a strong performer, and choose the platform that best fits your objectives: a single-photo carousel on social media for dynamic sharing, on our website for enduring digital presence, or in the printed program for tangible event takeaways. This smart adaptability lets you connect precisely with your ideal audience, boosting visibility, engagement, and sales potential.

When you sponsor an on-site activity at UTV Takeover, we handle everything—setup, staffing, running the event, and teardown—so you can focus on what matters most: connecting with your audience. This is your chance to get in front of a highly engaged, captive crowd, interact face-to-face, showcase your brand, and create memorable experiences. Plus, you can give away samples, promote products, and build lasting connections with spectators. We make it easy for you to shine during your sponsored activity!

ELITE SPONSORSHIP PACKAGE

SCHEDULES

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

★ New Package Item

✎ Updated Package Item

INCLUDED SOCIAL MEDIA BEFORE EVENT

- Logo Presented On One (1) Sponsor Grid Post
- Two (1) Collaborative Instagram Posts (Sponsor Generated)
- ✎ One (1) Photo Post Promoting The Sponsorship (Provided By Takeover)

INCLUDED WEBSITE MEDIA BEFORE EVENT

- ✎ Logo Presented On Website Event-Specific Sponsors Page As “ELITE SPONSOR” With Link
- ✎ Logo Presented On Website Event-Specific Activity Page As “PRESENTED BY” With Link
- Logo Presented In Digital Event Program Sponsor Grid

INCLUDED ONSITE MEDIA DURING EVENT

- One (1) 3’x10’ Brand Banner Displayed In The Community Tent (Provided By Sponsor)
- Two (2) 3’x10’ Brand Banners At Sponsored Activity Area (Provided By Sponsor)
- Sponsor Mention By Host On-Stage Prior To Saturday’s Awards Ceremony
- Sponsor Mention By Host During Sponsored Activity
- Logo Presented In Printed Event Program Sponsor Grid
- Includes Six (6) Event Wristbands

CUSTOMIZABLE - Pick where your VIDEO is displayed (Pick 1 of 3)

- One (1) Video Presented on Social Promoting The Company (Provided By Sponsor)
- ✎ One (1) Video Presented On Website Promoting The Company (Provided By Sponsor)
- ✎ One (1) Video Presented On Digital Billboard Promoting The Company (Provided By Sponsor)

CUSTOMIZABLE - Pick where your AD is displayed (Pick 1 of 3)

- ✎ One (1) Advertisement Presented On Social - 1 Photo AD (Provided By Sponsor)
- ✎ One (1) Advertisement Presented On Website - “Small Ad” (Provided By Sponsor)
- One (1) Advertisement Presented In Printed Event Program - Quarter Page (Provided By Sponsor)

COOS BAY, OR ELITE ACTIVITIES

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

WINCHESTER BAY, OR ELITE ACTIVITIES

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

HURRICANE, UT ELITE ACTIVITIES

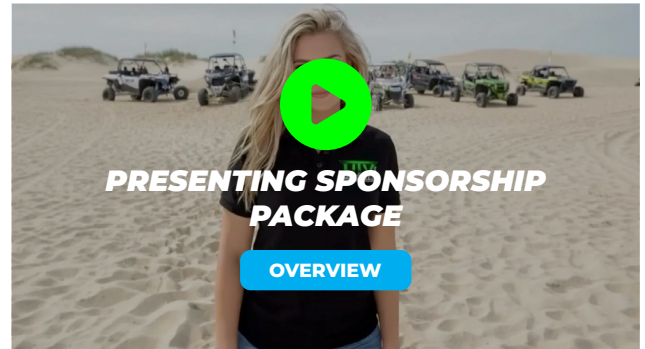
- BLOCK PARTY
- DRAG RACING - NIGHT
- GROUP RIDES - NIGHT
- HUCKFEST
- LAUNCH PARTY
- RALLY FEST
- ROCK FEST
- SLALOM SHOWDOWN
- SHORT COURSE - NA
- SHORT COURSE - TURBO - SPORT
- SHORT COURSE - TURBO - PRO
- WHEELIE FEST



PRESENTING SPONSORSHIP PACKAGE

OVERVIEW 79 PRESENTING SPONSORSHIP PACKAGES - STARTING AT \$800/EVENT

At UTV Takeover, our Presenting Sponsorship package stands as our most expansive opportunity, encompassing nearly 80 accessible, family-friendly activities that attract the largest groups of friends, families, and enthusiasts to each event. This unmatched scale allows you to perfectly align your brand with the ideal activity, creating endless possibilities for impressions, authentic connections, and memorable experiences. We strengthen ties between manufacturers and dealers, dealers and consumers, and consumers with lifelong off-road memories through comprehensive, customizable media packages spanning onsite activations, social media, and website visibility. Delivered at premium quality and budget-friendly pricing, our 2026 focus shifts powerfully toward driving sales and helping you move product while expanding your reach.



Generate pre-event momentum with our dynamic social media exposure designed for Presenting Sponsors. Your logo takes center stage in a dedicated sponsor grid post, supported by one collaborative Instagram post (content you supply) and one high-impact photo post promoting your sponsorship (professionally created by our team). We've refined these photo posts with advanced tagging and collaboration tactics, delivering a coordinated strategy that penetrates new markets and elevates your brand within our vibrant UTV community.

Turn online interest into tangible results with our enhanced website media before the event. As "Presenting Sponsor," your logo secures prominent placement with direct links on event-specific sponsors pages, the dedicated activity page as "Presented By," and the digital event program sponsor grid. New for 2026, these pages incorporate SEO-optimized text and intuitive "SHOP NOW" buttons, seamlessly guiding consumers from discovery to purchase. This integrates flawlessly with our paid Google and Facebook ads plus diversified marketing efforts that leverage search results, cookies, and cross-platform connectivity across Google, YouTube, our website, and social for superior conversion rates.

Command attention onsite with robust media that immerses your brand in our most popular, high-traffic activities. Gain prime visibility through a 3'x10' brand banner in the community tent, two additional 3'x10' banners at your sponsored activity area, repeated host mentions, including live during the activity and before Saturday's awards ceremony, logo placement in the printed event program sponsor grid, and four event wristbands. This comprehensive package ensures your brand is front and center at every family-friendly moment, delivering the most complete onsite marketing solution available.

New for 2026, we're introducing full customization to your media packages, moving away from generic one-size-fits-all approaches that dilute impact and stray from your objectives. Now tailor your strategy for optimal results - for instance, your professionally produced Takeover video highlighting the sponsorship can be showcased on social media for explosive reach, embedded on our website for sustained engagement, or featured on digital billboards in vendor row for dominant onsite presence. This targeted flexibility aligns perfectly with your goals, maximizing exposure, engagement, and sales potential.

When you sponsor an on-site activity at UTV Takeover, we handle everything—setup, staffing, running the event, and teardown—so you can focus on what matters most: connecting with your audience. This is your chance to get in front of a highly engaged, captive crowd, interact face-to-face, showcase your brand, and create memorable experiences. Plus, you can give away samples, promote products, and build lasting connections with spectators. We make it easy for you to shine during your sponsored activity!

PRESENTING SPONSORSHIP PACKAGE

SCHEDULES

79 PRESENTING SPONSORSHIP PACKAGES - STARTING AT \$800/EVENT

★ New Package Item ✎ Updated Package Item

INCLUDED SOCIAL MEDIA BEFORE EVENT

Logo Presented On One (1) Sponsor Grid Post

Two (1) Collaborative Instagram Posts (Sponsor Generated)

✎ One (1) Photo Post Promoting The Sponsorship (Provided By Takeover)

INCLUDED WEBSITE MEDIA BEFORE EVENT

✎ Logo Presented On Website Event-Specific Sponsors Page As "PRESENTING SPONSOR" With Link

✎ Logo Presented On Website Event-Specific Activity Page As "PRESENTED BY" With Link

Logo Presented In Digital Event Program Sponsor Grid

INCLUDED ONSITE MEDIA DURING EVENT

One (1) 3'x10' Brand Banner Displayed In The Community Tent (Provided By Sponsor)

Two (2) 3'x10' Brand Banners At Sponsored Activity Area (Provided By Sponsor)

Sponsor Mention By Host On-Stage Prior To Saturday's Awards Ceremony

Sponsor Mention By Host During Sponsored Activity

Logo Presented In Printed Event Program Sponsor Grid

Includes Six (6) Event Wristbands

CUSTOMIZABLE - Pick where your VIDEO is displayed (Pick 1 of 3)

One (1) Video Presented on Social Promoting The Sponsorship (Provided By Takeover)

★ One (1) Video Presented On Website Promoting The Sponsorship (Provided By Takeover)

★ One (1) Video Presented On Digital Billboard Promoting The Sponsorship (Provided By Takeover)

COOS BAY, OR - PRESENTING ACTIVITIES

Air Stations

Atc 70 Olympics

Barrel Racing

Blind Bandit

Camping - Pod

Camping - Premier

Community Tent

Cornhole Tourney

Demo Rides

Drag Racing - Kids

Drag Racing - Head2Head

Drag Racing - Sand Series

Free Activities

Group Rides - Day

Happy Hour Meet-n-greet

Kids Zone

Mascot Mayhem

Pit Bike Olympics

Pitstop Challenge

Poker Run

Rock N Roll Bingo

Short Course - Women's

Show N Shine - Day

Show N Shine - Night

Tire Relay

Tire Toss Competition

Treasure Hunt - Group

Treasure Hunt - Kids

Vendor Row

WINCHESTER BAY, OR - PRESENTING ACTIVITIES

Air Stations

Atc 70 Olympics

Barrel Racing

Blind Bandit

Camping - Pod

Community Tent

Cornhole Tourney

Demo Rides

Drag Racing - Kids

Drag Racing - Head2Head

Drag Racing - Sand Series

Free Activities

Group Rides - Day

Happy Hour Meet-n-greet

Kids Zone

Mascot Mayhem

Pit Bike Olympics

Pitstop Challenge

Poker Run

Rock N Roll Bingo

Short Course - Atv

Short Course - Women's

Show N Shine - Day

Show N Shine - Night

Stereo Wars

Tire Relay

Tire Toss Competition

Totally Lit Jack Competition

Treasure Hunt - Group

Treasure Hunt - Kids

Vendor Row

SAND HOLLOW, UT - PRESENTING ACTIVITIES

Barrel Racing

Blind Bandit

Camping - Pod

Camping - Premier

Community Tent

Cornhole Tourney

Demo Rides

Drag Racing - Kids

Drag Racing - Head2Head

Drag Racing - Sand Series

Guided Ride - Dead Broke

Guided Ride - Double Sammy

Guided Ride - Maze

Guided Ride - Milts Mile

Guided Ride - Plan B

Guided Ride - Resurrection

Guided Ride - Sliplock Johns

Guided Ride - The Ledges

Guided Ride - Top Of The World Loop

Guided Ride - Triple 7's

Guided Ride - West Rim

Kids Zone

Mascot Mayhem

On-site Offroad Recovery

Pitstop Challenge

Poker Run

Rock N Roll Bingo

Short Course - Women's

Show N Shine - Day

Show N Shine - Night

Stereo Wars

Tire Relay

Tire Toss Competition

Treasure Hunt - Group

Treasure Hunt - Kids

Vendor Row

TEAM SPONSORSHIP PACKAGE

OVERVIEW & SCHEDULES

TEAM SPONSORSHIP PACKAGES - STARTING AT \$600/EVENT

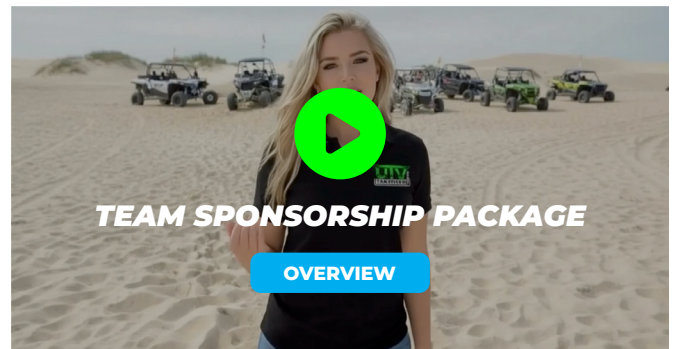
★ New Package Item ➡ Updated Package Item

At UTV Takeover, our Team Sponsorship package delivers outstanding value as the ideal entry point for brands seeking amplified exposure to perfectly complement their vending space, or to support the community remotely without an onsite presence. This accessible option connects manufacturers with dealers, dealers with passionate consumers, and consumers with thrilling off-road memories through targeted, high-quality media packages spanning onsite visibility, social media, and website integrations. Offered at budget-friendly pricing with growing customization, our 2026 emphasis is on generating impressions, expanding markets, and most importantly, driving real sales to help you move product and grow your brand.

Kick off your visibility with strong pre-event social media promotion tailored for Team Sponsors. Your logo stands out in a prominent sponsor grid post, accompanied by one dedicated photo post highlighting your company and sponsorship (professionally created by our team). We've enhanced these photo posts with strategic tagging and collaborative elements, ensuring a coordinated approach that reaches new audiences and builds excitement across our engaged off-road followers.

Boost discoverability and conversions through our streamlined website media before the event. As "Team Sponsor," your logo receives clear placement with a direct link on event-specific sponsors pages and in the digital event program sponsor grid. Updated for 2026, these pages now feature SEO-optimized text and convenient "SHOP NOW" buttons, making it effortless for consumers to turn interest into purchases. This smart integration aligns with our paid Google and Facebook ads plus diversified marketing strategies that leverage search results, cookies, and seamless connections across Google, YouTube, our website, and social platforms.

Extend your brand's reach onsite with impactful media that integrates seamlessly into the event experience - even if you're not vending in person. Enjoy a 3'x10' brand banner prominently displayed in the community tent (banner provided by you), a host mention on-stage before Saturday's awards ceremony, logo placement in the printed event program sponsor grid, and two event wristbands. This comprehensive yet affordable package delivers essential high-traffic exposure, complementing any vending presence or standing strong as a remote support option for maximum community connection and brand recognition.



INCLUDED SOCIAL MEDIA BEFORE EVENT

Logo Presented On One (1) Sponsor Grid Post

- ➡ One (1) Photo Post Promoting The Company And Sponsorship (Provided By Takeover)

INCLUDED WEBSITE MEDIA BEFORE EVENT

- ➡ Logo Presented On Website Event-Specific Sponsors Page As "TEAM SPONSOR" With Link

Logo Presented In Digital Event Program Sponsor Grid

INCLUDED ONSITE MEDIA DURING EVENT

One (1) 3'x10' Brand Banner Displayed In The Community Tent (Provided By Sponsor)

Sponsor Mention By Host On-Stage Prior To Saturday's Awards Ceremony

Logo Presented In Printed Event Program Sponsor Grid

Includes Two (2) Event Wristbands



ASSOCIATE SPONSORSHIP PACKAGE

OVERVIEW & SCHEDULES

ASSOCIATE SPONSORSHIP PACKAGES - CASE-BY-CASE DISCUSSION

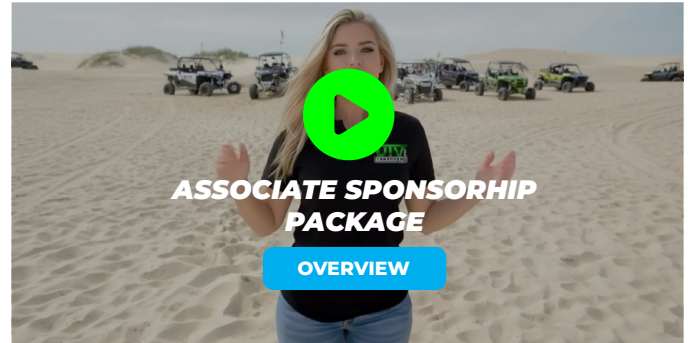
➕ New Package Item ➖ Updated Package Item

At UTV Takeover, our Associate Sponsorship package is specially designed for forward-thinking brands eager to trade services, in-kind support, or cross-promotional opportunities for powerful media exposure. This flexible, collaborative approach connects manufacturers with dealers, dealers with enthusiastic consumers, and consumers with unforgettable off-road memories - all while delivering targeted media packages across onsite activations, social media, and website visibility. Offered at exceptional value with no direct monetary commitment required, our 2026 packages prioritize high-quality impressions, new market reach, and a strong emphasis on driving sales to help you move product and build lasting partnerships.

Launch your partnership with impactful pre-event social media visibility. As an Associate Sponsor, your logo gains prominent placement in our dedicated sponsor grid post, introducing your brand to our highly engaged off-road audience right from the start. We've elevated these posts with strategic tagging and collaborative features, creating a coordinated outreach that opens doors to new markets and generates early excitement for your contributions.

Enhance discoverability and sales potential through our optimized website media before the event. Your logo appears clearly as "Associate Sponsor" with a direct link on event-specific sponsors pages and in the digital event program sponsor grid. New for 2026, these pages feature SEO-friendly text and easy "SHOP NOW" buttons, seamlessly turning visitor interest into clicks and conversions. This integrates perfectly with our paid Google and Facebook ads plus diversified marketing strategies that capitalize on search results, cookies, and interconnected platforms across Google, YouTube, our website, and social for maximum reach and results.

Amplify your brand onsite with meaningful exposure that celebrates your support. Enjoy a 3'x10' brand banner prominently displayed in the community tent (banner provided by you), a valued host mention on-stage before Saturday's awards ceremony, logo placement in the printed event program sponsor grid, and two event wristbands. This thoughtful package delivers essential high-traffic visibility throughout the event - from the community tent to key gathering areas, providing the ideal platform to showcase your partnership, connect with attendees, and strengthen your presence in the UTV community.



INCLUDED SOCIAL MEDIA BEFORE EVENT

Logo Presented On One (1) Sponsor Grid Post

INCLUDED WEBSITE MEDIA BEFORE EVENT

➖ Logo Presented On Website Event-Specific Sponsors Page As "ASSOCIATE SPONSOR" With Link

Logo Presented In Digital Event Program Sponsor Grid

INCLUDED ONSITE MEDIA DURING EVENT

One (1) 3'x10' Brand Banner Displayed In The Community Tent (Provided By Sponsor)

Sponsor Mention By Host On-Stage Prior To Saturday's Awards Ceremony

Logo Presented In Printed Event Program Sponsor Grid

Includes Two (2) Event Wristbands



VENDING OPPORTUNITIES

OVERVIEW & SCHEDULES

VENDING - STARTING AT \$1,000/EVENT

 New Package Item  Updated Package Item

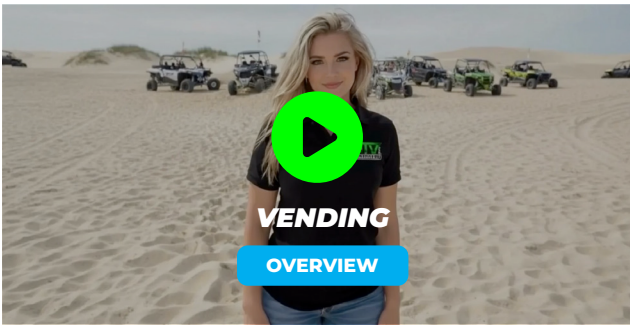
At UTV Takeover, our Vendor packages deliver exceptional value by placing your brand right in the heart of our high-traffic Vendor Row—the ultimate hub for connecting manufacturers with dealers, dealers with eager consumers, and consumers with unforgettable off-road memories. This prime location turns impressions into direct sales conversations, supported by comprehensive media exposure across onsite activations, social media, and website integrations. Offered at budget-friendly pricing with flexible sizes from 10'x20' to custom layouts, our 2026 vendor opportunities go beyond visibility to focus on real results: expanding your market reach and helping you move product in the passionate UTV community.

Build anticipation and drive pre-event interest with our dedicated social media promotion for all vendors. We proudly feature every vendor in our popular vendor grid posts across platforms, showcasing your brand alongside others to excite attendees and highlight the incredible products and services available onsite. These high-engagement posts are a proven way to generate buzz, prepare participants for their shopping experience, and prime them to seek out your booth the moment they arrive.

Extend your reach online with our enhanced website media before the event. Your logo gains prominent placement with a direct link on the event-specific vendor page, now updated with SEO-optimized text and convenient “SHOP NOW” buttons that guide consumers straight to your products. This turns casual views into clicks and sales, perfectly complemented by our paid Google and Facebook ads plus diversified marketing strategies that leverage search results, cookies, and seamless connections across Google, YouTube, our website, and social media for maximum pre-event conversions.


Experience four full days of prime onsite vending (Wednesday through Saturday) as we make 2026 our most vendor-focused year yet, with deliberate enhancements to drive unprecedented foot traffic to Vendor Row and boost your sales. We’ve expanded activities directly on and around Vendor Row, introduced an exciting new Takeover Sports Bar to keep attendees lingering longer, and thoughtfully reduced overall vendor numbers to ensure each participant maximizes visibility and returns—creating the ideal environment for meaningful connections and profitable transactions.

Every vending space is equipped for success, including a dedicated 20-amp 110-volt power circuit (or 50-amp for food vendors), dumpster access, and—for food vendors—fresh water and gray water dumping options. Move-in begins Tuesday, with active vending from Wednesday to Saturday (9:00am–11:00pm) and teardown on Sunday; we fully support flexible hours so you can close as needed to enjoy activities, capture content, or recharge. Plus, new for 2026, bundle your vending with any sponsorship package for up to 10% savings—and unlock priority access to limited prime spots near the main community tent and high-traffic areas on a first-come, first-served basis. Secure your space and sponsorship today to maximize exposure, foot traffic, and sales!



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

INCLUDED ONSITE MEDIA DURING EVENT
Includes 4 Days Of On-Site Vending
Logo Presented In Printed Event Program Sponsor Grid
Includes 1 Wristband For Every 10' Purchased (Minimum Of Qty 2)

INCLUDED WEBSITE MEDIA BEFORE EVENT
 Logo Presented On Website Event-Specific Vendor Page With Link
Logo Presented In Digital Event Program Sponsor Grid

INCLUDED SOCIAL MEDIA BEFORE EVENT
Logo Presented On One (1) Vendor Grid Post

STAND - ALONE VENDING OPPORTUNITIES			
Width	Length	Cost	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.	ASK

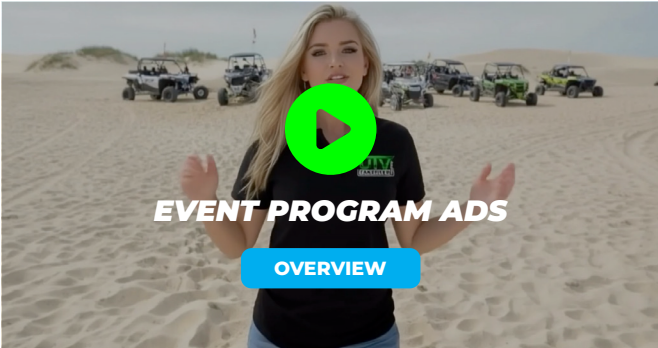
EVENT PROGRAM ADVERTISING

OVERVIEW & SCHEDULES

PRINTED + ONLINE ADVERTISING PACKAGES - STARTING AT \$400/EVENT

 New Package Item  Updated Package Item

Elevate your brand’s impact at UTV Takeover with our stand-alone Event Program Ads, the perfect complement to any vending or sponsorship package. Available in both printed programs, distributed to thousands of attendees onsite, and digital versions accessible via our website, these premium ads deliver dual-channel exposure: tangible in-hand visibility during the event and ongoing digital reach for scheduling and reference. Choose from high-impact options like Front Cover (\$1,200, including your photo with logos and a full-page inside ad), Full Spread (\$1,000), Back Cover (\$800, including your photo with overlay and full-page ad), Full Page (\$600), or Half Page (\$400)—all advertiser-provided for seamless branding. This smart, affordable addition puts your message directly into the hands and screens of passionate off-road enthusiasts, driving awareness, traffic to your booth or site, and real sales long after the event ends!



STAND-ALONE EVENT PROGRAM ADVERTISING

Size	Price	Details
Front Cover	\$ 1,200	Advertiser-Provided Front Cover Photo (8.5”x11”) plus full-page inside ad (8.5”x11”).
Full Spread	\$ 1,000	Advertiser-Provided Full-spread Ad (17” x 11”).
Back Cover	\$ 800	Advertiser-Provided Back Cover photo (8.5” x 11”) plus full-page inside ad (8.5”x11”).
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”).

EVENT ENTRY WRISTBANDS

OVERVIEW & SCHEDULES

STARTING AT \$40 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 your extra wristbands today.

ENTRY WRISTBANDS - GENERAL ARRANGEMENT

Location	Early Bird	Standard	At Gate
Coos Bay, Or	\$40	\$50	\$60
Winchester Bay, Or	\$40	\$50	\$60
Hurricane, Ut	\$40	\$50	\$60

ENTRY WRISTBANDS - VIP

Location	Early Bird	Standard	At Gate
Coos Bay, Or	N/A	\$150	N/A
Winchester Bay, Or	N/A	\$150	N/A
Hurricane, Ut	N/A	\$150	N/A



CAMPING OPPORTUNITIES

OVERVIEW & SCHEDULES

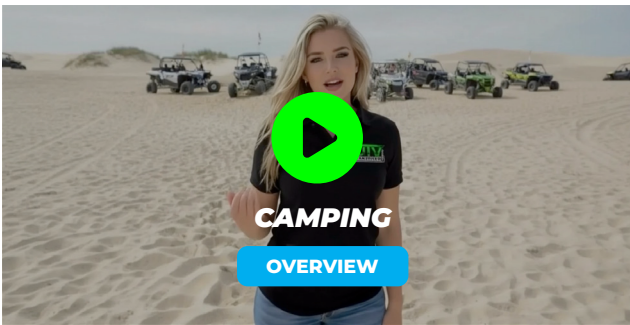
CAMPING PACKAGES - STARTING AT \$200/EVENT

🌟 New Package Item 🔄 Updated Package Item

Experience the full immersion of UTV Takeover by securing one of our premium on-site camping options, available exclusively to our valued sponsors and vendors. This is more than an event—it’s a complete off-road festival designed to be lived onsite, from family-friendly daytime activities and bustling Vendor Row to endless content-creation opportunities. Don’t miss the magic that unfolds after sunset: high-energy Rock-N-Roll bingo, glowing night Show ‘N Shines, live concerts, night drag racing, and so much more. Staying onsite keeps you steps away from your vending space, the heart of the excitement, and every unforgettable moment—ensuring you capture the complete Takeover experience.

Choose from a variety of convenient camping spots tailored to each location, with options ranging from hard-pack dry camping to full-hook-up sites featuring electrical, fresh water, and waste water services. In Coos Bay, OR, select premium Boxcar sites (\$350–\$600) with full amenities or budget-friendly dry options starting at \$200. Winchester Bay, OR offers pavement and hard-pack choices like Umpqua Deluxe (\$600 with full hook-ups) down to South Sand Pod at \$200. At Sand Hollow in Hurricane, UT, enjoy Lake View Campground (\$550 with full hook-ups) or Beach Sand Camping (\$225). Every site positions you close to the action, maximizing your networking, sales, and enjoyment.

On-site camping means you’re always in the center of the energy—wake up ready to open your booth, capture sunrise rides for content, join



ON-SITE CAMPING OPTIONS						
COOS BAY, OR	Price	Electrical	Water	Sewer	Ground	Available
Boxcar Lower Back-In	\$600	X	X	X	Gravel	12
Boxcar Upper Through	\$550	X	X		Gravel	5
Boxcar Upper Back-In	\$500	X	X		Gravel	20
Boxcar Upper Dry	\$400				Gravel	10
Boxcar Lower Back-In	\$350	X	X		Gravel	2
Boxcar Lower Dry	\$250				Gravel	2
Bay Area Lot Dry	\$250				Gravel	16
Central Sand Pod	\$250				Sand	10
South Sand Pod	\$200				Sand	10
WINCHESTER BAY, OR	Price	Electrical	Water	Sewer	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				Gravel	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
HURRICANE, UT	Price	Electrical	Water	Sewer	Ground	Available
Lake View Campground	\$550	X	X	X	Pavement	7
Lake View Campground	\$450	X	X		Pavement	5
Beach Sand Camping	\$225				Sand	40

impromptu trail runs, or simply relax with fellow enthusiasts around the campfire. No long commutes, no missing late-night events, and no packing up early. You’ll build deeper connections with dealers, consumers, and the entire UTV community while creating lasting memories that extend far beyond business hours.

These limited on-site spots are reserved first for our sponsors and vendors, giving you priority access to the best locations near Vendor Row and key activities. Pair your camping reservation with a sponsorship or vending bundle for the ultimate Takeover advantage—saving money while securing prime real estate for both your business and your home base. Act quickly to claim your spot and immerse yourself fully in everything UTV Takeover 2026 has to offer!



NEW FOR 2026 **BUNDLE AND SAVE**

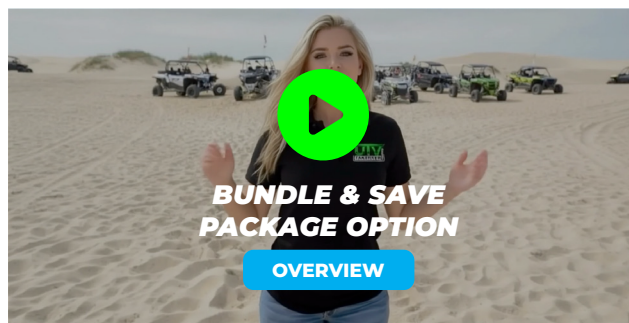
BUNDLES - STARTING AS LOW AS \$950 PER EVENT

New for 2026, UTV Takeover is thrilled to introduce our enhanced Bundle packages, offering unbeatable value with up to 10% savings on combined vending and sponsorship opportunities. Start by saving 5% when you bundle any vending space - ranging from compact 10'x20' setups at \$1,000 retail to expansive custom options at \$1.50 per sq. ft. - with one of our dynamic sponsorship tiers, such as Title (\$5,000), Official (\$2,500), Elite (\$1,800), Presenting (\$800), Team (\$600), or Associate (trade-based). Amp up the savings to a full 10% by committing to bundles across all three premier locations:

Coos Bay, Winchester Bay, and Sand Hollow. These bundles not

only slash costs—for example, a 40'x20' vending bundle with Title Sponsorship drops from \$6,600 to \$5,940 after discounts but also unlock exclusive perks like priority access to prime vending spots in high-traffic zones near the community tent, available on a first-come, first-served basis. With included wristbands scaling by size (up to 18 for larger bundles) and features like dedicated power, refuse access, and extended vending hours from 9am to 11pm Wednesday through Saturday, these packages are designed to maximize your ROI and immerse your brand in the action.

By bundling, you're positioning your brand to capitalize on our revamped 2026 ecosystem: redesigned media kits packed with customizable onsite, social, and website exposure; innovative marketing strategies leveraging SEO, paid ads, and e-commerce integrations; and expanded activities along vendor row to boost foot traffic and engage a broader demographic of off-road enthusiasts. Don't miss this opportunity to elevate your presence! Secure your bundle early to claim those coveted prime spots, drive more impressions into sales, and connect manufacturers, dealers, and consumers with unforgettable memories. Act now to bundle your vending with a sponsorship and harness the new energy surging through UTV Takeover!



BUNDLE PACKAGES & SAVE 5-10%



TITLE SPONSORSHIP BUNDLES

VENDING			TITLE	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	\$5,000	\$6,000	10%	\$600	\$5,400	2	10	12
20'	20'	\$1,200	\$5,000	\$6,200	10%	\$620	\$5,580	2	10	12
30'	20'	\$1,400	\$5,000	\$6,400	10%	\$640	\$5,760	3	10	13
40'	20'	\$1,600	\$5,000	\$6,600	10%	\$660	\$5,940	4	10	14
50'	20'	\$1,800	\$5,000	\$6,800	10%	\$680	\$6,120	5	10	15
60'	20'	\$2,000	\$5,000	\$7,000	10%	\$700	\$6,300	6	10	16
70'	20'	\$2,200	\$5,000	\$7,200	10%	\$720	\$6,480	7	10	17
80'	20'	\$2,400	\$5,000	\$7,400	10%	\$740	\$6,660	8	10	18
60'	30'	\$2,700	\$5,000	\$7,700	10%	\$770	\$6,930	6	10	16
70'	30'	\$3,150	\$5,000	\$8,150	10%	\$815	\$7,335	7	10	17
80'	30'	\$3,600	\$5,000	\$8,600	10%	\$860	\$7,740	8	10	18
Custom	Custom	\$1.50/sq ft	\$5,000	Custom	10%	Custom	Custom	Custom	10	Custom

OFFICIAL SPONSORSHIP BUNDLES

VENDING			OFFICIAL	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	\$2,500	\$3,500	10%	\$350	\$3,150	2	8	10
20'	20'	\$1,200	\$2,500	\$3,700	10%	\$370	\$3,330	2	8	10
30'	20'	\$1,400	\$2,500	\$3,900	10%	\$390	\$3,510	3	8	11
40'	20'	\$1,600	\$2,500	\$4,100	10%	\$410	\$3,690	4	8	12
50'	20'	\$1,800	\$2,500	\$4,300	10%	\$430	\$3,870	5	8	13
60'	20'	\$2,000	\$2,500	\$4,500	10%	\$450	\$4,050	6	8	14
70'	20'	\$2,200	\$2,500	\$4,700	10%	\$470	\$4,230	7	8	15
80'	20'	\$2,400	\$2,500	\$4,900	10%	\$490	\$4,410	8	8	16
60'	30'	\$2,700	\$2,500	\$5,200	10%	\$520	\$4,680	6	8	14
70'	30'	\$3,150	\$2,500	\$5,650	10%	\$565	\$5,085	7	8	15
80'	30'	\$3,600	\$2,500	\$6,100	10%	\$610	\$5,490	8	8	16
Custom	Custom	\$1.50/sq ft	\$2,500	Custom	10%	Custom	Custom	Custom	8	Custom

ELITE SPONSORSHIP BUNDLES

VENDING			ELITE	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	\$1,800	\$2,800	5%	\$140	\$2,660	2	6	8
20'	20'	\$1,200	\$1,800	\$3,000	5%	\$150	\$2,850	2	6	8
30'	20'	\$1,400	\$1,800	\$3,200	5%	\$160	\$3,040	3	6	9
40'	20'	\$1,600	\$1,800	\$3,400	5%	\$170	\$3,230	4	6	10
50'	20'	\$1,800	\$1,800	\$3,600	5%	\$180	\$3,420	5	6	11
60'	20'	\$2,000	\$1,800	\$3,800	5%	\$190	\$3,610	6	6	12
70'	20'	\$2,200	\$1,800	\$4,000	5%	\$200	\$3,800	7	6	13
80'	20'	\$2,400	\$1,800	\$4,200	5%	\$210	\$3,990	8	6	14
60'	30'	\$2,700	\$1,800	\$4,500	5%	\$225	\$4,275	6	6	12
70'	30'	\$3,150	\$1,800	\$4,950	5%	\$247	\$4,702	7	6	13
80'	30'	\$3,600	\$1,800	\$5,400	5%	\$270	\$5,130	8	6	14
Custom	Custom	\$1.50/sq ft	\$1,800	Custom	5%	Custom	Custom	Custom	6	Custom

Save an additional 5% when you purchase all three locations

10% Total Savings

PRESENTING SPONSORSHIP BUNDLES

Save an additional 5% when you purchase all three locations

10% Total Savings

VENDING			PRESENTING	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	\$800	\$1,800	5%	\$90	\$1,710	2	2	4
20'	20'	\$1,200	\$800	\$2,000	5%	\$100	\$1,900	2	2	4
30'	20'	\$1,400	\$800	\$2,200	5%	\$110	\$2,090	3	2	5
40'	20'	\$1,600	\$800	\$2,400	5%	\$120	\$2,280	4	2	6
50'	20'	\$1,800	\$800	\$2,600	5%	\$130	\$2,470	5	2	7
60'	20'	\$2,000	\$800	\$2,800	5%	\$140	\$2,660	6	2	8
70'	20'	\$2,200	\$800	\$3,000	5%	\$150	\$2,850	7	2	9
80'	20'	\$2,400	\$800	\$3,200	5%	\$160	\$3,040	8	2	10
60'	30'	\$2,700	\$800	\$3,500	5%	\$175	\$3,325	6	2	8
70'	30'	\$3,150	\$800	\$3,950	5%	\$197	\$3,752	7	2	9
80'	30'	\$3,600	\$800	\$4,400	5%	\$220	\$4,180	8	2	10
Custom	Custom	\$1.50/sq ft	\$800	Custom	5%	Custom	Custom	Custom	2	Custom

TEAM SPONSORSHIP BUNDLES

Save an additional 5% when you purchase all three locations

10% Total Savings

VENDING			TEAM	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	\$600	\$1,600	5%	\$80	\$1,520	2	2	4
20'	20'	\$1,200	\$600	\$1,800	5%	\$90	\$1,710	2	2	4
30'	20'	\$1,400	\$600	\$2,000	5%	\$100	\$1,900	3	2	5
40'	20'	\$1,600	\$600	\$2,200	5%	\$110	\$2,090	4	2	6
50'	20'	\$1,800	\$600	\$2,400	5%	\$120	\$2,280	5	2	7
60'	20'	\$2,000	\$600	\$2,600	5%	\$130	\$2,470	6	2	8
70'	20'	\$2,200	\$600	\$2,800	5%	\$140	\$2,660	7	2	9
80'	20'	\$2,400	\$600	\$3,000	5%	\$150	\$2,850	8	2	10
60'	30'	\$2,700	\$600	\$3,300	5%	\$165	\$3,135	6	2	8
70'	30'	\$3,150	\$600	\$3,750	5%	\$187	\$3,562	7	2	9
80'	30'	\$3,600	\$600	\$4,200	5%	\$210	\$3,990	8	2	10
Custom	Custom	\$1.50/sq ft	\$600	Custom	5%	Custom	Custom	Custom	2	Custom

ASSOCIATE SPONSORSHIP BUNDLES

VENDING			ASSOCIATE	RETAIL	BUNDLE			WRISTBANDS		
Width	Length	Cost	Cost	Cost	Discount	Savings	Cost	Vending	Title	Total
10'	20'	\$1,000	TRADE	\$1,000	5%	\$50	\$950	2	2	4
20'	20'	\$1,200	TRADE	\$1,200	5%	\$60	\$1,140	2	2	4
30'	20'	\$1,400	TRADE	\$1,400	5%	\$70	\$1,330	3	2	5
40'	20'	\$1,600	TRADE	\$1,600	5%	\$80	\$1,520	4	2	6
50'	20'	\$1,800	TRADE	\$1,800	5%	\$90	\$1,710	5	2	7
60'	20'	\$2,000	TRADE	\$2,000	5%	\$100	\$1,900	6	2	8
70'	20'	\$2,200	TRADE	\$2,200	5%	\$110	\$2,090	7	2	9
80'	20'	\$2,400	TRADE	\$2,400	5%	\$120	\$2,280	8	2	10
60'	30'	\$2,700	TRADE	\$2,700	5%	\$135	\$2,565	6	2	8
70'	30'	\$3,150	TRADE	\$3,150	5%	\$157	\$2,992	7	2	9
80'	30'	\$3,600	TRADE	\$3,600	5%	\$180	\$3,420	8	2	10
Custom	Custom	\$1.50/sq ft	TRADE	Custom	5%	Custom	Custom	Custom	2	Custom



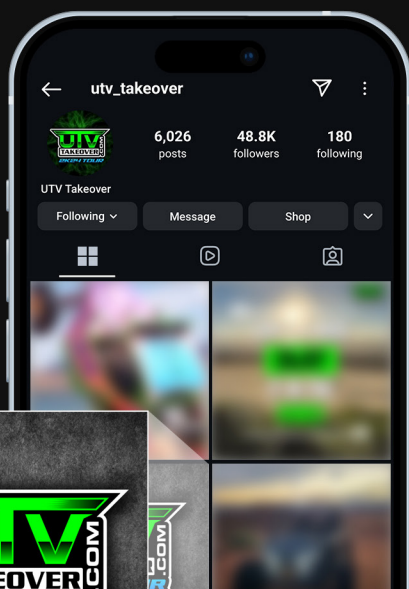
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Video Testimonials
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The background of the poster is a photograph of a desert dune area filled with numerous off-road vehicles, primarily Canyons, participating in a race or event. The vehicles are in various positions, some driving up the dunes and others parked. Many of the vehicles have flags attached to them, including the United States flag and the Mexican flag. The scene is dusty, suggesting active driving. The overall atmosphere is one of a large-scale outdoor motorsport event.

UTV TAKEOVER! 2K26 TOUR

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