



SPONSOR PACKAGES

MUDFEST

CANADA LONG WEEKEND

JUNE 30TH - JULY 2ND, 2017

***"LOCATION, LOCATION, LOCATION... OUR MANDATE IS TO SHOWCASE WORLDWIDE TALENT
IN A FUN, SAFE, INTERACTIVE FESTIVAL ENVIRONMENT IN THE HEART OF ALBERTA."***





"THE IMMENSE POWER OF THE INTERNET, SOCIAL MEDIA, WEB INTEGRATION AND TARGETED TRADITIONAL MEDIA ALLOW US TO INFORM AND DELIVER AN EFFECTIVE MESSAGE TO OUR AUDIENCE."

WHAT WE WANT TO ACCOMPLISH

OUR VISION FOR THE TAILCREEK MUDFEST IS THE PRODUCTION OF A LARGE-SCALE HIGH PERFORMANCE MOTORSPORTS & MUSIC FESTIVAL IN THE HEART OF ALBERTA THAT WILL ATTRACT GUESTS AND PATRONS FROM ACROSS THE PROVINCE, ACROSS THE COUNTRY, AND INTERNATIONALLY.

WE PLAN TO MAXIMIZE THE NUMBER OF CAMPERS AND TRAVELERS VISITING THE REGION BY HOSTING THE FESTIVAL OVER THE *CANADA'S 150TH BIRTHDAY DAY WEEKEND*. OUR GOAL IS TO PROVIDE A YEAR-AFTER-YEAR EVENT, WITH SOME OF CANADA'S BEST OFF ROAD RACING, AS WELL AS PROVIDING *"LIVE ENTERTAINMENT"* TO CREATE THE ULTIMATE OUTDOORSMAN SHOW. BUILDING ALBERTA'S FAVORITE FESTIVAL EXPERIENCE IS OUR TOP PRIORITY.

THE 3RD ANNUAL TAILCREEK MUDFEST WILL ENCOMPASS THREE DAYS OF OUTDOOR RACING & MUSIC FESTIVAL EXPERIENCES, WITH THE GOAL TO GARNER *4000+ FESTIVAL ATTENDEES PER DAY*. THE FESTIVAL WILL FEATURE SOME OF THE BIGGEST AND BADDEST 4X4 BAJA/OUTLAW TUFF TRUCKS IN THE COUNTRY AND ALSO FEATURE ROCK, COUNTRY AND CLASSIC ROCK MUSIC IN AN OUTDOOR VENUE. OUR MANDATE IS TO SHOWCASE PREMIUM TALENT IN A *FUN, SAFE, INTERACTIVE* FESTIVAL ENVIRONMENT.

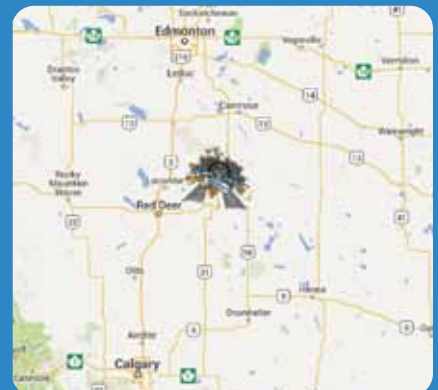
STATISTICS

THE SOCIAL SETTING AT MUDFEST PROVIDES A PHENOMENAL ATTRACTION FOR THE *ABOVE AVERAGE HOUSEHOLD INCOME 18 - 44 ADULT CONSUMER* WITH A FLAIR FOR THE UNIQUE AND EXCLUSIVE. THE CAPTIVE FANS ARE CONSUMER DRIVEN, LIFESTYLE ORIENTED AND HAVE THE POWER TO *SET THE STANDARDS FOR POPULAR CULTURE*. THEY ARE ALWAYS RIDING THE WAVE OF NEW TRENDS AND HAVE INCREDIBLE PURCHASING POWER. THE ENVIRONMENT AT TAIL CREEK WILL PROVIDE YOU DIRECT ACCESS TO THIS HARD TO REACH DEMOGRAPHIC AUDIENCE AND AN UNLIMITED OPPORTUNITY TO TARGET MARKET YOUR BRAND MESSAGE.

OUR TARGET MARKET — *THE MILLENNIALS* (BORN BETWEEN 1970 - 1995) (20 - 50 YEARS) — ARE THE *LARGEST DEMOGRAPHIC SINCE THE BOOMERS*. THEY TYPICALLY HAVE AN *ABOVE AVERAGE INCOME* (1 IN 10 MAKE OVER 100K ANNUALLY), AND THEY WILL BE 75% OF LABOUR FORCE BY 2028. THE DEMOGRAPHIC IS *EXPERIENCE FOCUSED* AND DISPLAYS SOCIAL STATUS BY CONSUMPTION OF THOSE EXPERIENCES, THEN THEY *SHARE THAT EXPERIENCE VIA SOCIAL MEDIA*.



TAILCREEK
RACEWAY





"REACH OVER 4,000+ FANS OVER EACH OF THE 3 DAYS.."

ON-SITE OPPORTUNITIES

PARTNERSHIP WITH THE TAILCREEK MUDFEST OFFERS *NUMEROUS OPPORTUNITIES* THAT CANNOT BE FOUND IN TRADITIONAL MARKETING, PROMOTIONAL AND ADVERTISING ENVIRONMENTS. REACH OVER 4,000 FANS OVER EACH OF THE 3 DAYS. WHETHER YOUR GOALS CENTER AROUND BRAND AWARENESS, PRODUCT SALES, NEW PRODUCT TRIAL OR RECRUITMENT, WE CAN HELP LEVERAGE YOUR SPONSORSHIP INVESTMENT AND DELIVER THAT ALL IMPORTANT R.O.I.



MAIN STAGE

THE 60' MAIN STAGE IS THE HEART OF THE CONCERT BOWL.

BRANDING TO THE MAX.



18+ BEER GARDEN

PREMIUM BRANDING

*OPPORTUNITY FOR AN 18+ MARKET.
BOLDLY ACTIVATE YOUR BRAND!*



BANNERS

MULTIPLE LOCATIONS THROUGHOUT THE GROUNDS AND RACEWAY.

PREMIUM EXPOSURE!



FIREWORKS

CANADA DAY CELEBRATION



TC MARKETPLACE

EXPOSURE OUTSIDE OF THE CONCERT BOWL.

*VENDORS, DIRECT SALES, DISPLAYS,
RECRUITMENT, ETC.*



"TAIL CREEK PUTS YOU CENTER STAGE"

OFF-SITE OPPORTUNITIES

THE IMMENSE POWER OF THE *INTERNET, SOCIAL MEDIA, WEB INTEGRATION AND TARGETED TRADITIONAL MEDIA* INFORMS AND DELIVERS TAIL CREEK'S RAPIDLY GROWING AUDIENCE. WHETHER YOUR GOALS CENTER AROUND *PRODUCT SALES OR INTRODUCTION, BRAND RECOGNITION, OR EVEN FUND RAISING...* TAILCREEK PUTS YOU AT CENTER STAGE. WHEN PARTNERED WITH TAILCREEK, WE'LL HELP YOU LEVERAGE *YOUR MESSAGE* TO MAXIMIZE YOUR INVESTMENT.



WEBSITE

TAILCREEKRACEWAY.CA



SOCIAL MEDIA

FACEBOOK, INSTAGRAM, TWITTER, ETC.



PROGRAM / SCHEDULE

ALL PRINT, TICKETS & POSSIBLE SWAG DURING THE EVENT





"THEY ARE ALWAYS RIDING THE WAVE OF NEW TRENDS AND HAVE INCREDIBLE PURCHASING POWER"

TITLE SPONSORSHIP

HIGH IMPACT! THE HEART OF THE CONCERT BOWL – *THE 60' MAIN STAGE*...IS OUR PREMIUM SPONSORSHIP OPPORTUNITY. THE CAPTIVE FANS ARE CONSUMER DRIVEN; LIFESTYLE ORIENTED, AND HAS THE POWER TO SET THE STANDARDS FOR POPULAR CULTURE. THEY ARE ALWAYS RIDING THE WAVE OF NEW TRENDS AND HAVE INCREDIBLE PURCHASING POWER. THE ENVIRONMENT AT TAILCREEK PROVIDES YOU WITH DIRECT ACCESS TO THIS HARD TO REACH AUDIENCE AND THE OPPORTUNITY TO TARGET MARKET YOUR BRAND MESSAGE.



MAIN STAGE BANNER - 40' X 3' TOP STAGE BANNER

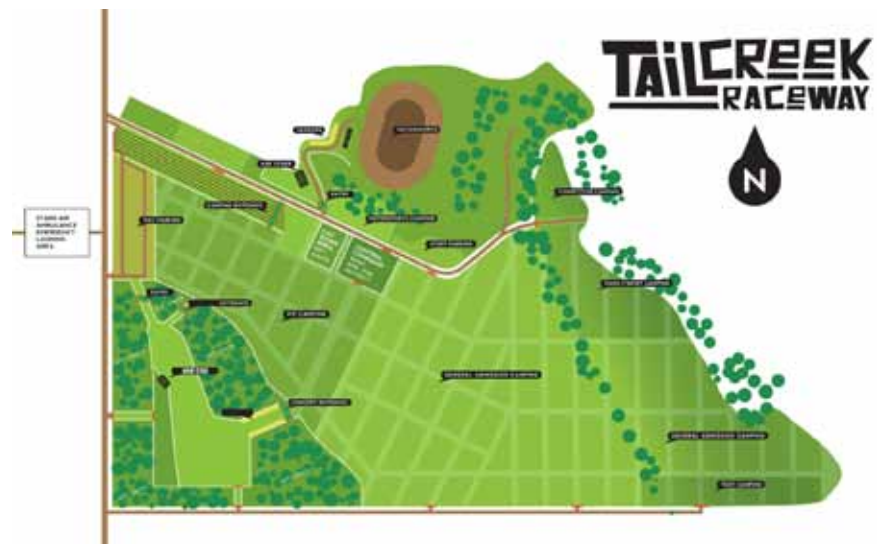


PRESENTING SPONSOR SIDE BANNER - 8' X 10'

TAILCREEK WILL WORK WITH YOU TO IMPLEMENT CONSUMER DRIVEN PROMOTIONS

TAILCREEK GROUNDS

THE SITE CONSISTS OF 201 ACRES, 45 ACRES ARE FOR THE MOTORSPORTS ACTIVITIES AND THE REMAINDER OF THE SITE IS THE CAMPING AREA AND CONCERT BOWL. NEW IN 2015 IS A 20,000 PERSON NATURAL AMPHITHEATRE CONCERT BOWL PROTECTED BY TREES WITH IT'S VERY OWN STAGE!





"EACH YEAR THE EVENT GROWS IN SIZE AND EXCITEMENT"

EXTREME MOTORSPORTS

OUR ANNUAL PUNISHER 4X4 CHALLENGE HAS GROWN TO BE CANADA'S BIGGEST OFFROAD EVENT AND IS RECOGNIZED AS THE TOUGHEST.

TEAMS COME FROM *ACROSS THE COUNTRY AND INTERNATIONALLY* FOR A CHANCE TO PUT THEIR NAMES ON THE TAILCREEK CUP. EACH YEAR THE EVENT GROWS IN SIZE AND EXCITEMENT. TAILCREEK CAN HOST ALL KINDS OF RACING EVENTS SUCH AS *4X4, OVAL TRACK RACING, MOTOCROSS, SIDE BY SIDE* AND MUCH MORE





*"WE HAVE ALL THE TOOLS TO ENHANCE
YOUR TAIL CREEK EXPERIENCE"*

SPONSORSHIP PACKAGES

TITLE ***\$***

SPONSOR NAME INTEGRATED INTO THE TITLE OF THE FESTIVAL (IE. KAWASAKI TAIL-CREEK MUDFEST. THIS LEVEL INCLUDES CATEGORY EXCLUSIVITY, MAJOR INTEGRATION INTO EVENT, AND INCLUSION IN ENTIRE MEDIA CAMPAIGN. ALSO INCLUDED; ONE (1) X 40'X 3' STAGE TOP BANNER, FORTY (40) WEEKEND PASSES, TWELVE (12) PREMIUM EXECUTIVE CAMPSITES, EIGHT (8) REGULAR CAMPSITES, ACCESS TO EXCLUSIVE SPONSOR TENT/BAR, SIX (6) MEET AND GREETES FOR EACH ARTIST (PENDING ARTIST APPROVAL), TWO (2) ARTIST SIGNED & FRAMED EVENT POSTERS, TEN (10) 'ON STAGE' SEATS PER ARTIST (PENDING ARTIST APPROVAL, WEATHER PERMITTING), LOGO PLACEMENT ON STAGE VIDEO SCREEN IN SPONSORSHIP LOOP, APPROX. 100+ TIMES A DAY.

PRESENTING ***\$***

INCLUDES SPONSOR NAME INCLUSION IMMEDIATELY AFTER FESTIVAL NAME (IE. TAILCREEK MUDFEST PRESENTED BY KAWASAKI). THIS LEVEL INCLUDES CATEGORY EXCLUSIVITY, MAJOR INTEGRATION INTO EVENT, AND INCLUSION IN ENTIRE MEDIA CAMPAIGN. ALSO INCLUDED; TWO (2) 8'X 10' BANNERS, ONE PER SIDE ON MAINSTAGE SCRIMS, THIRTY (30) WEEKEND PASSES, TEN (10) PREMIUM EXECUTIVE CAMPSITES, FIVE (5) REGULAR CAMPSITES, ACCESS TO EXCLUSIVE SPONSOR TENT/BAR, FOUR (4) MEET AND GREETES FOR EACH ARTIST (PENDING ARTIST APPROVAL), TWO (2) ARTISTS SIGNED & FRAMED EVENT POSTERS, FOUR (4) 'ON STAGE' SEATS PER ARTIST (PENDING ARTIST APPROVAL, WEATHER PERMITTING), LOGO PLACEMENT ON STAGE VIDEO SCREEN IN SPONSORSHIP LOOP, APPROX. 50+ TIMES A DAY.

GOLD ***\$***

INCLUDES MAJOR INTEGRATION INTO THE FESTIVAL AND MEDIA CAMPAIGN. DESIGNED SPECIFICALLY FOR SPONSORS NEEDS AND WILL INCLUDE DESIGNATION RIGHTS TO KEY SECTION(S) OF THE EVENT. ALSO INCLUDED; ONE (1) 4'X 6' BANNERS ON CONCERT BOWL FENCING DOWN STAGE EDGE, TEN (10) WEEKEND PASSES, TWO (2) PREMIUM EXECUTIVE CAMPSITES, FOUR (4) REGULAR CAMPSITES, ACCESS TO EXCLUSIVE SPONSOR TENT/BAR, TWO (2) MEET AND GREETES FOR ONE (1) ARTIST (PENDING ARTIST APPROVAL), ONE (1) ARTISTS SIGNED & FRAMED EVENT POSTERS, TWO (2) 'ON STAGE' SEATS FOR ONE (1) ARTIST (PENDING ARTIST APPROVAL, WEATHER PERMITTING), LOGO PLACEMENT ON STAGE VIDEO SCREEN IN SPONSORSHIP LOOP, APPROX. 20+ TIMES A DAY.

SILVER ***\$***

THIS LEVEL IS FOR LOCAL SPONSORS, LOGO INCLUSION ON SELECT MEDIA IE. WEBSITE, SOCIAL MEDIA, FESTIVAL BOOKLET. ALSO INCLUDED; SIX (6) WEEKEND PASSES, ONE (1) PREMIUM EXECUTIVE CAMPSITE, TWO (2) REGULAR CAMPSITES, ACCESS TO EXCLUSIVE SPONSOR TENT/BAR, ENTER A DRAW FOR TWO (2) MEET AND GREETES FOR ONE (1) ARTIST (PENDING ARTIST APPROVAL).

BRONZE ***\$***

THIS LEVEL IS FOR LOCAL SPONSORS, LOGO INCLUSION ON SELECT MEDIA IE. WEBSITE, SOCIAL MEDIA, FESTIVAL BOOKLET., ALSO INCLUDED; FOUR (4) WEEKEND PASSES, TWO (2) REGULAR CAMPSITES, ACCESS TO EXCLUSIVE SPONSOR TENT/BAR, ENTER A DRAW FOR TWO (2) MEET AND GREETES FOR ONE (1) ARTIST (PENDING ARTIST APPROVAL).



"WE HAVE A PACKAGE AVAILABLE FOR EVERYONE!"

ON-SITE

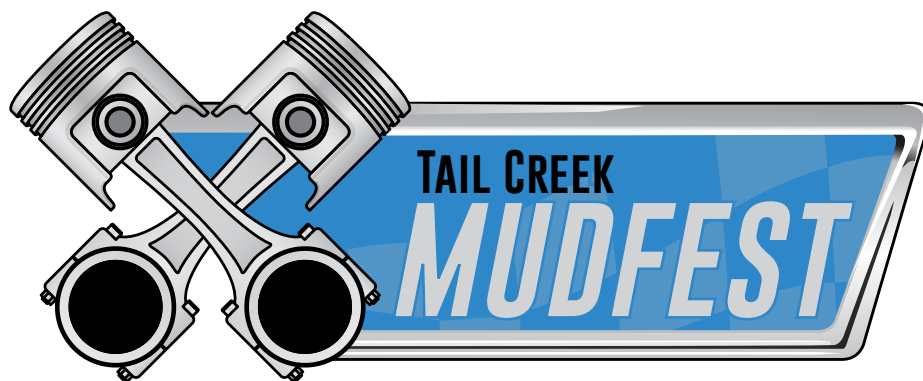
	BRONZE	SILVER	GOLD	PRESENTING	TITLE
LOGO FEATURED IN PROGRAM	•	•	•	•	•
ACCESS TO SPONSOR HOSPITALITY TENT	•	•	•	•	•
4X8 BANNERS ON SITE		•	•	•	•
P.A ANNOUNCEMENTS		•	•	•	•
ADVERTISEMENTS ON VIDEO SCREENS			•	•	•
ARTIST SIGNED & FRAMED EVENT POSTER			•	•	•
BACKSTAGE MEET N' GREET PASSES			•	•	•
CATEGORY EXCLUSIVITY				•	•
MAINSTAGE ROOF BANNER					•
STAGE-SIDE SCRIM BANNERS				•	
20'X20' PROMOTIONAL FOOTPRINT AVAILABILITY				•	
40'X40' PROMOTIONAL FOOTPRINT AVAILABILITY					•

OFF-SITE

	BRONZE	SILVER	GOLD	PRESENTING	TITLE
LOGO FEATURED ON FESTIVAL PROGRAM	•	•	•	•	•
LOGO FEATURED ON PRINTED TICKETS				•	•
LOGO FEATURED ON ALL ADVERTISING MATERIALS			•	•	•
BRAND MENTIONED IN RADIO CAMPAIGNS				•	•

ONLINE

	BRONZE	SILVER	GOLD	PRESENTING	TITLE
LOGO FEATURED ON SPONSOR PAGE OF WEBSITE	•	•	•	•	•
LOGO INCLUDED ON ALL E-NEWSLETTERS		•	•	•	•
SOCIAL MEDIA SHOUT OUTS (FB, TWITTER, IG)		•	•	•	•
ROTATING ADS ON WEBSITE		•	•	•	•



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FOR MORE INFORMATION PLEASE CONTACT:

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