



## Dear Marketing Directors and Business Owners,

For the past 15 years, the Cliffhangers 4x4 Club has proudly hosted Farmington, NM's largest and most thrilling 4x4 show. Over the past 9 years, this event has grown to include the Auto Parts Swap Meet, the Fall Crawl guided off-roading, the MODS Outdoor Show a vendor show, and the Off-Road Downtown Takeover, attracting off-roading enthusiasts from across the nation. The week-long celebration culminates in the highly-anticipated WERock Grand Nationals. The 4x4 Week serves as a crucial fundraiser that supports our marketing efforts, operational expenses, and our club's mission of maintaining open trails in recreational areas. All tickets for our events are available on Humanitix.com.

We invite you to join us in this premier off-road event as a sponsor. Your contribution will not only demonstrate your dedication to off-roading enthusiasts but also to our community. Listed below are the sponsorship opportunities available.

### Sponsorship Levels:

- Title Sponsor (\$10,000)
  - Single Event Sponsor (\$5,000)
  - Gold Sponsors (\$2,500 each, 5 available)
  - Silver Sponsors (\$1,500 each, 10 available)
  - Bronze Sponsors (\$750 each, 10 available)
- \* We also welcome special requests for a mutually beneficial arrangement.

### Presenting Sponsor Opportunities:

Unique presenting sponsor for single event opportunities are available for individual events.

- **Fall Crawl** (\$5,000)
- **MODS Outdoor Show** (\$5000)
- **Off-Road Downtown Takeover** (\$5,000)
- **Auto Parts Swap Meet** (\$2500)
- **BBQ Events** (\$1,500 each)







We encourage sponsor participation in Goodie Bags and Raffle Prize Donations, providing you with nationwide exposure to participants. Additionally, MODS Outdoor Show Vendors can secure a prime 10'x10' section for as low as \$75, both inside and outside the beer garden. We offer trailer and semi truck size spaces as well.

If you need more sponsor information and to check availability, please feel free to contact us at [4corners4x4week@gmail.com](mailto:4corners4x4week@gmail.com), or call Rick Jenkins at 505-716-0269 or Matt Anthony at 505-320-4126.

Let's make this year's event the best one yet! Below is the schedule for the 4 Corners 4x4 Week:

#### 4 Corners 4x4 Week Schedule

- **Sept 1st:** 4 Corners Show and Swap, 10 am to 4 pm
- **Sept 2nd:** Fall Crawl Meet and Greet, 2 pm to 6 pm
- **Sept 2nd:** Meet and Greet Night Run, 7 pm to 11 pm
- **Sept 3rd, 4th, and 5th:** Fall Crawl Meet at 8 am, pull out at 9 am
- **Sept 3rd:** UPU BBQ, 6 pm to 9 pm
- **Sept 4th:** Cliffhanger BBQ and Cornhole Tournament, 6 pm to 9 pm
- **Sept 4th and 5th:** MODS Outdoor Show, 3 pm to 9 pm (4th), MODS 3 pm to 10 pm (5th)
- **Sept 5th:** Off-Road Downtown Takeover, 6 pm to 10 pm
- **Sept 6th and 7th:** WERock Grand Nationals, 10 am to 4 pm
- **Sept 6th:** SXS ShootOut, 6 pm to 10 pm

Thank you for considering this opportunity to support Farmington's premier off-road event. Let's work together to make this year's event unforgettable.