



## *Sponsor Package*

### *March 22nd-March 24th, 2024*

#### Event Break Down

*4<sup>th</sup> Annual Island Off-Road Jeep Music Festival* is a weekend music and product showcase festival that brings the Jeep and off-road lifestyle audience together for 3 days of music, off-roading, camping and interactive activities at Plant Bamboo, Okeechobee, Florida.

The festival's mission is to establish itself as South Florida's premier meeting destination for the people, industry and products that are all things Jeep.



**Island Off-Road Jeep Music Festival will Feature:**

**Live Jeep Lab Presentations by Industry Leaders  
Jeep Product Displays ~ Jeep Stacking, Crushing, Flexing, off-road  
trails, camping and mud pits.  
Vendor Booths ~ Kids & Adult Activity Area's  
Live Music ~ Great Food  
& Much More**



## **Why an Island Off-Road Jeep Music Festival?**

Because of its product stability and sustained growth. New ownership of Jeep vehicles and the aftermarket to personalize them is one of the fastest growing subcultures in the nation today. Add to that South Florida mix of mild weather, tropical beaches and over 11,000 miles of rivers, streams and waterways, and you have a natural fit for a South Florida Jeep celebration.

## **What is Jeep Culture?**

For more than 75 years, Americans have been in love with Jeeps.

Jeep owners crave the great outdoors, adventure, and are spontaneous. When you own a Jeep, it becomes immediately apparent to those around you that you are a part of a group that holds the state of mind, "The world is my playground, and my Jeep will take me anywhere I want to go". *Island Off-Road Jeep Music Festival* will salute, embrace that state of mind.

## **Who are Jeep Owners?**

The majority of owners are stable hardworking individuals with disposable income which they gladly put back into their Jeep as well as the event, clubs and groups, vendors, small businesses, and Not for Profits that support their lifestyle.

Jeep owners in general are social and welcome the opportunity to get together and participate in positive social and charitable activities.

Jeep owners cross all demographics: Men, women; rich, poor, suitors, hikers; urban, rural, old young, they all own Jeeps. You won't find that mix with any other vehicle.

## **Sponsorship Package**

### **EVENT PRESENTING SPONSOR**

INVESTMENT \$8,000.00

### **EVENT STAGE CO-SPONSOR**

INVESTMENT \$6,000

### **FRONT ENTRANCE (2) EVENT SPONSOR**

INVESTMENT \$4,000

### **FRIDAY NIGHT PARTY & SATURDAY NIGHT RIDE EVENT SPONSOR**

INVESTMENT \$3,000

**IF YOU ARE INTERESTED IN EXCLUSIVITY OF YOUR BUSINESS, PLEASE CONTACT US TO DISCUSS OPTIONS.**

**IN RETURN YOU WILL RECEIVE:**

Sponsorship recognition at the event and on all print and electronic promotion material leading up to, and on location at the Event March 22-24, 2024.

Product placement at the festival with space for staff and VIPs to interact with festival goers.

(1) Booth space placement at front entrance areas. Size TO BE DISCUSSED

Supporting Sponsor name inclusion on all pre-event recognition and promotions on all social media, television interviews, radio & podcast interviews, as well as targeted crossover event the "Island Off-Road promotional staff" will be attending leading up to the event such as: other statewide jeep festivals, regional club meetings, jeep owner interactions etc.

Supporting Sponsor recognition with logo on all promotional products and festival related items for sale and giveaways such as apparel, flyers, social media, and VIP bags.

Company mentions on "Live Audio Liners" throughout the entire event.

Full festival access for key sponsor personnel.

Post event recognition via social media.

Product material placed in VIP Welcome bag containing select event merchandise.

**GOLD LEVEL SPONSORSHIP - \$2,500**

Pre-event recognition via social media

Recognition with your logo on all promotional products - flyers, social media and apparel

Post event (day after) recognition via social media

(1) 10x40 Booth on Vendor Row

Logo on event entrance Banner posted visibly at event venue

## SILVER LEVEL - \$2,000

Pre-event recognition via social media

Recognition with your logo on all promotional products - flyers, social media and apparel

Post event (day after) recognition via social media

(1) 10 x 30 Booth on Vendor Row

## BRONZE LEVEL - \$1,500

Pre-event recognition via social media

Recognition with your logo on all promotional products - flyers, social media and apparel

(1) 10 x 20 Booth on Vendor Row

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### *Interested in a* VENDOR BOOTH?

10 X10 Vendor Booth  
Space - **\$300.00**  
Electric if Needed: **\$25.00**

**Event Location: 27695 SW MARTIN HWY, OKEECHOBEE, FL 34974**

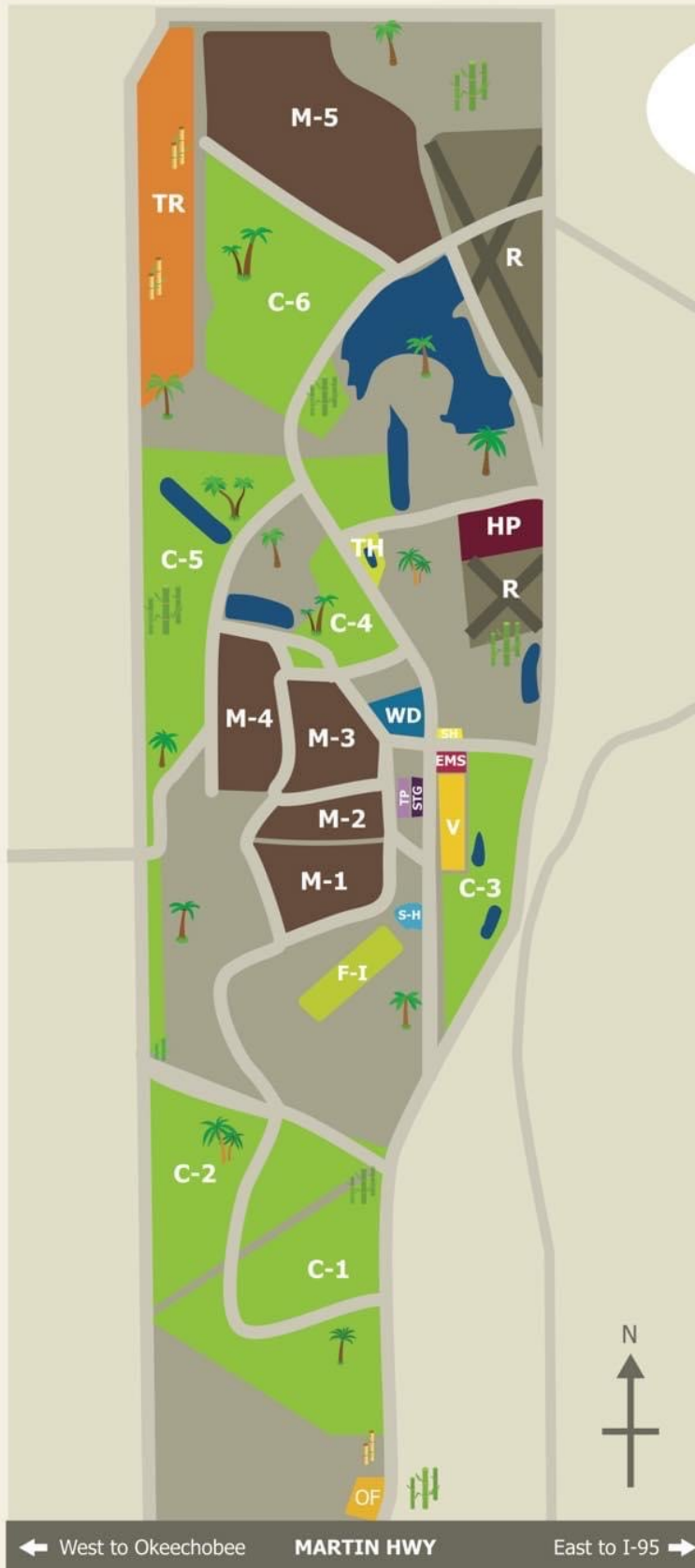
*March 22<sup>nd</sup> & March 24<sup>th</sup>, 2024*

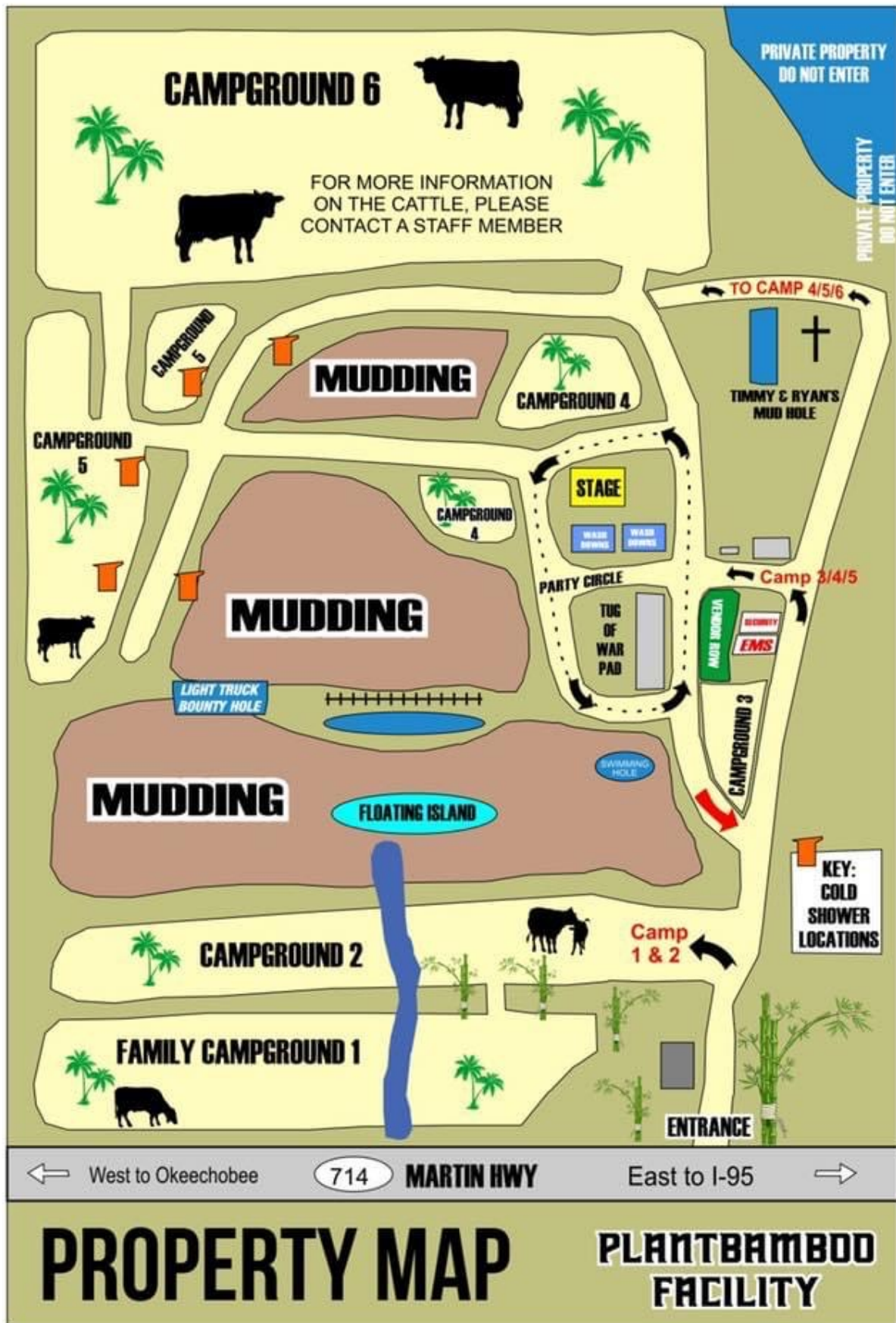




## NAVIGATION

- Campgrounds
  - C-1 C-2
  - C-3 C-4
  - C-5 C-6
- Mudding Holes
  - M-1 M-2
  - M-3 M-4
  - M-5
- TR Trails
- TH Timmy's Hole
- F-I Floating Island
- TP Tug Pull
- OF Office
- V Vendors
- STG Stage
- EMS Emergency Services
- HP Helicopter Pad
- WD Wash Downs
- S-H Swimming Hole
- Water
- SH Showers
- R Residence No Trespassing





*For More Information on securing  
Sponsorship Title  
for Island Off-Road Jeep Music  
Festival Contact:*

*Rachael Lynn Marshall*

*Island Off-Road, LLC*

*2858 N. Dixie Hwy*

*Boca Raton, FL 33431*

*561-596-5066*

*[islandoffroadfl@gmail.com](mailto:islandoffroadfl@gmail.com)*

*[www.islandoffroadfl.com](http://www.islandoffroadfl.com)*



## *WAIVER AND RELEASE OF LIABILITY*

**IN CONSIDERATION OF** the risk of injury that exists while participating ON THE TRAILS or ANY OTHER ACTIVITIES WHILE ONSITE (hereinafter the "Activity"); and

**IN CONSIDERATION OF** my desire to participate in said Activity and being given the right to participate in same;

**I HEREBY**, for myself, my heirs, executors, administrators, assigns, or personal representatives (hereinafter collectively, "Releasor," "I" or "me", which terms shall also include Releasor's parents or guardian if Releasor is under 18 years of age), knowingly and voluntarily enter into this WAIVER AND RELEASE OF LIABILITY and hereby waive any and all rights, claims or causes of action of any kind arising out of my participation in the Activity; and

**I HEREBY** release and forever discharge ISLAND OFF-ROAD, LLC, located at 2858 N Dixie Hwy, Boca Raton, Florida 33431, their affiliates, managers, members, agents, attorneys, staff, volunteers, heirs, representatives, predecessors, successors, and assigns (collectively "Releasees"), from any physical or psychological injury that I may suffer as a direct result of my participation in the aforementioned Activity.

**I AM VOLUNTARILY PARTICIPATING IN THE AFOREMENTIONED ACTIVITY AND I AM PARTICIPATING IN THE ACTIVITY ENTIRELY AT MY OWN RISK. I AM AWARE OF THE RISKS ASSOCIATED WITH PARTICIPATING IN THIS ACTIVITY, WHICH MAY INCLUDE, BUT ARE NOT LIMITED TO: PHYSICAL OR PSYCHOLOGICAL INJURY, PAIN, SUFFERING, ILLNESS, DISFIGUREMENT, TEMPORARY OR PERMANENT DISABILITY (INCLUDING PARALYSIS), ECONOMIC OR EMOTIONAL LOSS, AND DEATH. I UNDERSTAND THAT THESE INJURIES OR OUTCOMES MAY ARISE FROM MY OWN OR OTHERS' NEGLIGENCE, CONDITIONS RELATED TO TRAVEL TO AND FROM THE ACTIVITY, OR FROM CONDITIONS AT THE ACTIVITY LOCATION(S). NONETHELESS, I ASSUME ALL RELATED RISKS, BOTH KNOWN AND UNKNOWN TO ME, OF MY PARTICIPATION IN THIS ACTIVITY.**

**I FURTHER AGREE** to indemnify, defend, and hold harmless the Releasees against any and all claims, suits or actions of any kind whatsoever for liability, damages, compensation or otherwise brought by me or anyone on my behalf, including attorney's fees and any related costs.

**I FURTHER ACKNOWLEDGE** that Releases are not responsible for errors, omissions, acts or failures to act of any party or entity conducting a specific event or activity on behalf of Releases. In the event that I should require medical care or treatment, I authorize Island Off-Road, LLC to provide all emergency medical care deemed necessary, including but not limited to, first aid, CPR, the use of AEDs, emergency medical transport, and sharing of medical information with medical personnel. I further agree to assume all costs involved and agree to be financially responsible for any costs incurred because of such treatment. I am aware and understand that I should carry my own health insurance.

**I FURTHER ACKNOWLEDGE** that this Activity may involve a test of a person's physical and mental limits and may carry with it the potential for death, serious injury, and property loss. I agree not to participate in the Activity unless I am medically able and properly trained, and I agree to abide by the decision of the Island Off-Road, LLC official or agent, regarding my approval to participate in the Activity.

**I HEREBY ACKNOWLEDGE THAT I HAVE CAREFULLY READ THIS "WAIVER AND RELEASE" AND FULLY UNDERSTAND THAT IT IS A RELEASE OF LIABILITY. I EXPRESSLY AGREE TO RELEASE AND DISCHARGE Island Off-Road, LLC, PLANTBAMBOO AND ALL OF ITS AFFILIATES, MANAGERS, MEMBERS, AGENTS, ATTORNEYS, STAFF, VOLUNTEERS, HEIRS, REPRESENTATIVES, PREDECESSORS, SUCCESSORS AND ASSIGNS, FROM ANY AND ALL CLAIMS OR CAUSES OF ACTION AND I AGREE TO VOLUNTARILY GIVE UP OR WAIVE ANY RIGHT THAT I OTHERWISE HAVE TO BRING A LEGAL ACTION AGAINST ISLAND OFF-ROAD, LLC**

**FOR PERSONAL INJURY OR PROPERTY DAMAGE.**

To the extent that statute or case law does not prohibit releases for ordinary negligence, this release is also for such negligence on the part of Island Off-Road, LLC, its agents, and employees.

I agree that this Release shall be governed for all purposes by Florida law, without regard to any conflict of law principles. This Release supersedes all previous oral or written promises or other agreements.

In the event that any damage to equipment or facilities occurs as a result of my or my family's or my agent's willful actions, neglect or recklessness, I acknowledge and agree to be held liable for any and all costs associated with any such actions of neglect or

recklessness.

THIS WAIVER AND RELEASE OF LIABILITY SHALL REMAIN IN EFFECT FOR THE DURATION OF MY PARTICIPATION IN THE ACTIVITY, DURING THIS INITIAL AND ALL SUBSEQUENT EVENTS OF PARTICIPATION.

**THIS AGREEMENT** was entered into at arm's-length, without duress or coercion, and is to be interpreted as an agreement between two parties of equal bargaining strength. Both and Island Off-Road, LLC agree that this agreement is clear and unambiguous as to its terms, and that no other evidence shall be used or admitted to alter or explain the terms of this agreement, but that it will be interpreted based on the language in accordance with the purposes for which it is entered into.

In the event that any provision contained within this Release of Liability shall be deemed to be severable or invalid, or if any term, condition, phrase or portion of this agreement shall be determined to be unlawful or otherwise unenforceable, the remainder of this agreement shall remain in full force and effect. If a court should find that any provision of this agreement to be invalid or unenforceable, but that by limiting said provision it would become valid and enforceable, then said provision shall be deemed to be written, construed, and enforced as so limited.

In the event of an emergency please contact the following person(s) in the order presented:

**Emergency Contact**

**Contact Relationship**

**Contact Telephone**

**I, THE UNDERSIGNED PARTICIPANT, AFFIRM THAT I AM OF THE AGE OF 18 YEARS OR OLDER, AND THAT I AM FREELY SIGNING THIS AGREEMENT. I CERTIFY THAT I HAVE READ THIS AGREEMENT, THAT I FULLY UNDERSTAND ITS CONTENT AND THAT THIS RELEASE CANNOT BE MODIFIED ORALLY. I AM AWARE THAT THIS IS A RELEASE OF LIABILITY AND A CONTRACT AND THAT I AM SIGNING IT OF MY OWN FREE WILL. I have read this entire Release. I fully understand the entire Release and acknowledge that I have had the opportunity to review this Release with an attorney of my choosing if I so desire, and I agree to be legally bound by the Release.**

**THIS IS A RELEASE OF YOUR RIGHTS. READ CAREFULLY AND**

## UNDERSTAND BEFORE SIGNING.

(Signature & Print Name for all participants)

(PRINT)

(Date)

(Signature for Minor)

(PRINT)

(Date)

## PARTICIPANT AGREEMENT, RELEASE AND ASSUMPTION OF RISK

In consideration of the services of C & C Underhill, Inc., Plant Bamboo, Chester and Inez Underhill Heritage Park, their agents, owners, officers, volunteers, employees, and all other persons or entities acting in any capacity on their behalf (hereinafter collectively referred to as "UH"), I hereby agree to release, indemnify, and discharge UH, on behalf of myself, my spouse, my children, my parents, my heirs, assigns, personal representative and estate as follows:

I acknowledge that my participation in trail riding, mud pit, and camping activities entails known and unanticipated risks that could result in physical or emotional injury, paralysis, death, or damage to myself, to property, or to third parties. I understand that such risks simply cannot be eliminated without jeopardizing the essential qualities of the activity.

The risks include, among other things: the possibility of rough terrain, slips and falls; passengers can be jolted, jarred, bounced around, thrown about and otherwise shaken during rides; collision with fixed or movable objects, or vehicles; hypothermia, hyperthermia (heat related illnesses), heat exhaustion, sunburn, dehydration; exposure to potentially dangerous wild animals, insect bites, and hazardous plant life; aggressive and/or poisonous marine life; sprains, strains, scratches, bruises, abrasions, cuts, lacerations, broken bones, fractures, musculoskeletal injuries including head, neck, and back injuries; wrist, arm, or shoulder injuries; equipment failure and/or operator error; the negligence of other visitors, participants, or other persons who may be present; improper lifting or carrying; my own physical condition, and the physical exertion associated with this activity; transmissible pathogen or disease; traveling to and from activity locations raises the possibility of any manner of transportation accidents; accidents or illness can occur in remote places without medical



facilities and emergency treatment or other services rendered.

Furthermore, UH personnel have difficult jobs to perform. They seek safety, but they are not infallible.

They might be unaware of a

participant's fitness or abilities. They might misjudge the weather or other environmental conditions.

They may give incomplete warnings

or instructions, and the equipment being used might malfunction.

2.

I expressly agree and promise to accept and assume all of the risks existing in this activity. My

participation in this activity is purely

voluntary, and I elect to participate in spite of the risks. Additionally, I agree to wear a properly fitted and secured DOT or SNELL

certified helmet while participating in this activity.

I hereby voluntarily release, forever discharge, and agree to indemnify and hold harmless UH from any and all claims, demands, or

causes of action, which are in any way connected with my participation in this activity or my use of UH's equipment or facilities,

including any such claims which allege negligent acts or omissions of UH.

Should UH or anyone acting on their behalf, be required to incur attorney's fees and costs to enforce this agreement, I agree to indemnify

and hold them harmless for all such fees and costs.

I certify that I have adequate insurance to cover any injury or damage I may cause or suffer while participating, or else I agree to bear

the costs of such injury or damage myself. I further certify that I am willing to assume the risk of any medical or physical condition I may have.

6.

In the event that I file a lawsuit against UH, I agree to do so solely in the state of Florida and I further agree that the substantive law

of that state shall apply in that action without regard to the conflict of law rules of that state. I agree that if any portion of this agreement

is found to be void or unenforceable, the remaining document shall remain in full force and effect.

By signing this document, I acknowledge that if anyone is hurt or property is damaged during my participation in this activity, I

may be found by a court of law to have waived my right to maintain a lawsuit against UH on the basis of any claim from which I

have released them herein. I also agree that this document is valid for subsequent visits and participation at UH. I have had

sufficient opportunity to read this entire document. I have read and understood it, and I agree to be bound by its terms.

Print Name

DOB

Phone Number

Address

City

State

Zip.

Email

Signature of Participant

Date

#### PARENT'S OR GUARDIAN'S ADDITIONAL INDEMNIFICATION

(Must be completed for participants under the age of 18)

In consideration of the following minors): (print name(s))

being permitted by UH to participate in its activities and to use its equipment and facilities, I further agree to indemnify and hold harmless

UH from any and all claims which are brought by, or on behalf of minors), and which are in any way connected with such use or

participation by minors). Minor's) DOB's)

Parent or Guardian:

Print Name:

Date:

#### PROTECTIVE RIDING HEADGEAR REFUSAL AGREEMENT

I, the undersigned, have been fully warned and advised by C & C Underhill, Inc., Plant Bamboo, Chester and Inez

Underhill Heritage Park (hereinafter collectively referred to as "UH"), that I should wear a properly fitted and

secured DOT and/or or SNELL certified helmet while riding or being around all-terrain vehicles ("TV's") or utility-terrain vehicles ("UTV's") or any other motorized vehicle (whether on the premises or off of the UH's

premises) in order to potentially reduce the severity of an injury and/or to possibly prevent my death from

occurring as the result of a fall or any other occurrence associated with this activity. I understand that by not

wearing a helmet, I will be going against manufacturers' requirements and putting myself at an increased risk for

injuries, and against the advice of UH and numerous court cases I am refusing this critical safety precaution.

also understand that minors are not allowed to refuse protective headgear and I cannot sign on their behalf to

waive the requirement.

I, the undersigned, have read the foregoing statement carefully before signing and do understand its warning.

Name of Rider

Signature of Rider

Date