

SPONSORSHIP PACKAGES



Great Lakes Jeep Jam

July 15-18, 2021



Dear Potential Sponsor,

Thank you for taking your time to consider partnering with Great Lakes Jeep Jam as an event sponsor for 2021.

Great Lakes Jeep Jam is an action packed, four-day event which will be held every year in July. This event is sure to draw thousands of people from across the United States. It's a family fun weekend including a huge vendor area, Show 'N Shine, several After Parties, Family Trip, Poker Run, an awesome Mud Pit, Jeep Playground and SO more. Located at the Erie County Fairgrounds in Erie, PA, Jeep enthusiasts from all over the country are already talking about this awesome event!

It is our goal to collaborate with organizations that share our passion for Jeeps and whose participation would excite the patrons of this event. It is our goal to keep this sponsorship offering to a limited number of organizations to present you the most exclusive exposure to the patrons of this event.

As a sponsor, it is our hope that your involvement will provide a superior rate of return on your investment. Each of the different levels of sponsorship are designed to add to your marketing mix to help achieve your marketing and advertising goals. Please look through this package and feel free to contact us with any questions you may have. Top-level sponsorship packages can be customized to maximize the benefit to your organization. We look forward to partnering with you on this year's Great Lakes Jeep Jam.

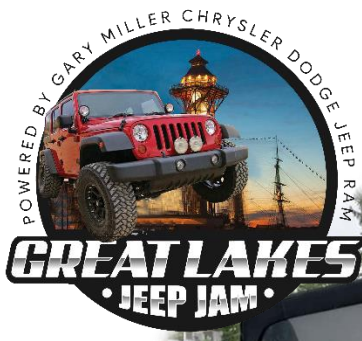
This package shows you many ways that you can become part of this great event. There are numerous sponsorships available to fit any marketing budget. We would love to have you and your company become part of Great Lakes Jeep Jam. Look things over and feel free to contact us any time if you have questions and/or suggestions. Please contact me directly at 814-397-9415 or info@GreatLakesJeepJam.com

With your involvement, it'll be bigger and better than ever!!

See you at Great Lakes Jeep Jam, July 15-18, 2021.

Respectfully,

Preston Devenney



4 BIG REASONS TO SPONSOR



Exposure

This sponsorship will give you the ability to reach over thousands of people in your target market with your corporate id, brand name and logo on event signs, advertising, promotional material, and booth space. In addition, we reach tens of thousands more with national and local print, email, television and radio advertising.

Community Good Will

Each year, Great Lakes Jeep Jam partners with a local charity. This year we are proud to announce we will be working with The Erie County Humane Society, a no kill animal shelter. Your involvement in this important piece of the event will help to enhance relationships within the community.

Promotional Tie-In

This 4-day event will give you the opportunity to promote specials, upcoming promotions, discounts, and coupons to a broad captive audience of consumers to drive business to your products and services. Many vendors are planning on contests and/or drawings for their products and services during the event and can generate substantial mailing lists through these avenues to utilize for future marketing efforts.

Entertainment Opportunity/Employee Incentive

Great Lakes Jeep Jam is an exciting 4-day Jeep with many different events that cater to a wide variety of people. Sponsors of this event can use their involvement as an opportunity to entertain clients or as an employee incentive.



Area Naming Rights

JEEP Playground
Show-N-Shine
Drive-In Movie
Beach Crawl
Mud Pit
After Party
Kids' Area
Poker Run
LED Competition
Sound Competition
Contest Area
RC Course
Jeep Seesaw
Beer Pong
CamperLand
Food Court
VIP Tent
Info Tent
And much more...

Sponsorships range from as little of \$100 to \$10,000 with prime booth location included in some of the sponsorship packages.

Sponsors receive priority location for their booth plus many different valuable marketing benefits to showcase your company to Jeep enthusiasts from across the country.

Possible benefits:*

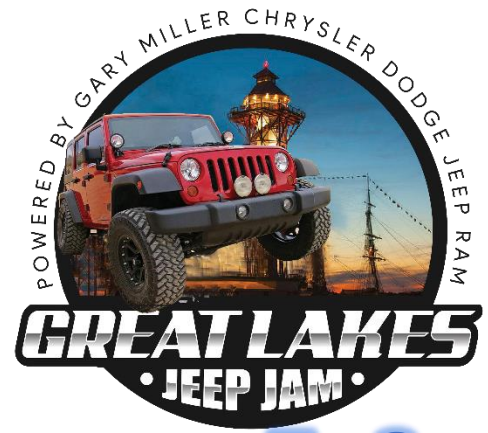
- Website sponsor page w/ company logo and link to your website
- Full color ad in the official Event Booklet
- PA recognition throughout the event
- Logo on Volunteer t-shirts
- Signage through-out the event
- Logo on all print advertising
- Logo on all web advertising
- Company banner displayed at event
- Logo on TV
- Mention name in radio advertising
- All media releases
- Passes to VIP areas (VIP lounge, hospitality area)

*Each area has many different options and price points. Please contact us about the possibility of your company becoming part of this unique opportunity.



World Record Jeep Stack

Great Lakes Jeep Jam was approved by the Guinness Book of World Records for the World's Longest Jeep Stack. This will be *once* in a lifetime experience and sure to grab the media's attention. Make sure your company becomes part of this memorable event.



Sponsorship Opportunities

- **Jeep Playground** – Modified & stock course that Jeepers look forward to.
- **Mud Pit** – Jeep people love to get their Jeep muddy and is a hit with the crowds.
- **RC Course** – This is not for just kids. RC vehicles has a huge following.
- **CamperLand** – Not every event has a camping area. This makes this event stand out.
- **Arm Wrestling** – Men & women competing for trophies and recognition.
- **Beer Pong** – Anyone can enter to win the cash prize. Great opportunity to stand out.
- **LED Competition** – Jeeps love their lights & the public does too.
- **Sound Competition** – Let's see who has the best sound & base out there.
- **Jeep Seesaw** – Not every Jeep has what it takes. But they will give it a try anyways.
- **Poker Run** – 5 stops along the way as Jeepers compete for the grand prize
- **Pedal Cars** – Obstacle course set-up just like their parent's Jeeps.
- **VIP Tent** – This is an area that everyone wish's they could be at.
- **Food Court** – Who does not like food. Everyone is sure to see your advertising & name here.
- **Kids Area** – A great area for the kids & families. Lots of free activities for the families.
- **After Party** – There will be 3 after parties, so lots of opportunities for recognition.
- **Info Tent** – Check in point for all the Jeeps & where the public get their information.
- **Beach Crawl** – Never happened on the beaches of Erie. Will be a blast & sure to sell out.
- **Show 'N Shine** – Everyone wants to show off their Jeep. Completion in many categories.
- **Drive-In Movie Night** – The whole Drive-In for Jeeps Only. What could be better?!