



August 4th & 5th, 2017  
Jericho Mountain State Park  
Berlin, NH



Brian Fisher - Fisher's ATVWorld  
Attended in 2015



Downtown Block Party  
Thousands flock Main Street  
All streets are open to OHRVS



Jericho Mountain State Park is  
the Southern Portal to  
"Ride the Wilds - 1,000 Miles of  
Interconnected OHRV Trails!"

### What is the Jericho ATV Festival?

"It's all about the MUDD". Now in its 8th year, the Jericho ATV Festival has already become a North Country tradition and a must-do event for OHRV enthusiasts!

If you love off-road riding, this festival is for you!

Test your skills in the popular Jericho Mud Races, tackle the obstacle course, take a demo ride on the latest ATV and side by sides or join the crowd in cheering in the mud races!

If that's not enough then maybe the 100 miles of trails featuring some of the best riding New England has to offer may interest you. Our trails offer a one of kind experience between the extensive trail network, breathtaking views, and the terrain to satisfy all types of riders. There will also be Manufacturer displays along with the demo rides, sales, on after-market parts, riding gear, plus vendors and delicious food!

**THE JERICO ATV FESTIVAL IS THE LARGEST  
ATV JAMBOREE IN THE NORTHEAST.**

- Dirt Wheels Magazine

### Why be a vendor of the 2017 Jericho ATV Festival?

The Jericho ATV Festival is quickly becoming a regional event drawing enthusiasts to Jericho State Park from much of New Hampshire, Western Maine, Northeastern Vermont and now much of New England. OHRV (ATV and UTV) riding is rapidly expanding in New Hampshire as more trails are opening each year. The sport is attracting an increasingly affluent consumer who enjoys the outdoors and has discretionary income.

Jericho Mountain State Park was developed as a park for ATV, UTV, trail bike riders and hikers. The park offers swimming, fishing, camping and other recreational opportunities. It is becoming a destination location for vacationers and day-trippers from all over New England. Through the Jericho ATV Festival, the Androscoggin Valley ATV Club, Androscoggin Valley Chamber of Commerce and the accompanying

events of the festival, your company will be exposed to thousands of potential customers with sponsorships created for strong return on your investment.

**For more information on our current vendor opportunities or a custom program for your company, please contact Paula Kinney, Event Promoter at 603.752.6060 or email [info@androscogginvalleychamber.com](mailto:info@androscogginvalleychamber.com).**



**ANDROSCOGGIN  
VALLEY**  
*Chamber of Commerce*

Organizers of the Jericho ATV Festival



## All SPONSORS/VENDORS

**SETUP DATE** will be Thursday, August 3rd, 2017. You will be assigned a check-in time between the hours of Noon to 7pm. Upon arrival you will receive the appropriate car parking passes and entrance wristbands for the event. All setup will be completed by 7pm.

### **PARTICIPATION DEADLINE**

**Sponsors & Vendors must submit this form by June 30, 2017, in order to participate in the 2017 Annual Jericho ATV Festival. Any and all ad materials are due by June 30, 2017, in order to be included in printed materials.**

***10% discount available with full commitment and payment received by June 1, 2017.***

### **CANCELLATION POLICY**

**Jericho ATV Festival will refund 50% of sponsor/vendor fee for cancellations before June 1, 2017. Sponsor/Vendor Fees are non-refundable after June 1, 2017.**

***PLEASE NOTE: A 10% service charge will be applied for returned checks (\$50 maximum fee).***

### **ARTWORK**

**Please submit all artwork by June 1, 2017 - [info@androskogginvalleychamber.com](mailto:info@androskogginvalleychamber.com). For information on specifications, please call Paula Kinney at 603.752.6060**

The Jericho ATV Festival is promoted through an integrated marketing program:  
**TARGETED ADVERTISING (PRINT, RADIO, WEB)** that reached a local audience, tourists, ATV and outdoor enthusiasts and directed people to the Jericho ATV website

During July and August, there were **23,663** visits to the Jericho ATV website

Top locations of website visitors were: Boston (MA), Berlin (NH), New York (NY), Manchester (NH), Concord (NH), Portland (ME), New Haven (CT), Nashua (NH)

**ROBUST SOCIAL MEDIA PROGRAM** that resulted in an average of 20,000 people reached prior to, during, and after the event.

The popularity of the event with visitors has also resulted in national exposure in ATV oriented publications, such as Dirt Wheels magazine (which named the Jericho ATV Festival as a leading summer event), and Fisher's ATV World, an adventure series TV show on the Destination America channel.

**RACK CARD DISTRIBUTION** throughout New Hampshire's Welcome Centers



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**Mud Race Display \$500**

30x30 space overlooking mud race pit.  
High visibility space in front row of vendors with view of mud race area and visible from race spectator area. Includes listing on Festival website with link to your company. Recognition in Festival social media.

**Perimeter Display \$275**

10X10 space around perimeter of event midway. Includes listing on Festival website with link to your company. Recognition in Festival social media.

I would like to be a \_\_\_\_\_ Vendor  
of the 2017 Jericho ATV Festival. (Fill in level)

PLEASE NOTE: An insurance binder MUST be submitted prior to the event.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City, State,  
Zip \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

I understand that this serves as my contract with the Jericho ATV Festival and I will be billed for the package I have selected above.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please submit this form & payment to:  
Jericho ATV Festival  
Attn: Paula Kinney  
961 Main Street  
Berlin, NH 03570**

