

Jericho ATV Festival™

July 31st & August 1st, 2020 / Jericho Mountain State Park / Berlin, New Hampshire

Become part of the Action- [watch a video](https://bit.ly/2U0x8Jm) from last years Festival.

(bit.ly/2U0x8Jm)

What is the Jericho ATV Festival?

"It's all about the MUDD."

Now in its 11th 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.

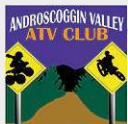
Our trails offer a one of kind experience between the extensive trail network, breathtaking views, and the terrain to satisfy all types of riders. There will also be Manufacturer displays along with the demo rides, sales, on after-market parts, riding gear, plus vendors and delicious food!

I work for Fuel Off-Road. This is my 2nd year doing this event as a sponsor. Such a great event! Looking forward to this event all year and can't wait for next year. Great job to the staff that put this event together A++++

– Fuel Off-Road.



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



Organizers of the Jericho ATV Festival



Jericho ATV Festival

Why be a vendor of the 2020 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, New England, and portions of Canada. 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 daytrippers 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.



JerichoATVFestival.com

Jericho ATV Festival

All Sponsors/Vendors

Setup Date

will be Thursday, July 30th, 2020. 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. WE WILL DISCUSS YOUR INDIVIDUAL NEEDS PRIOR TO SETUP DAY!

Participation Deadline

Sponsors & Vendors must submit this form by June 1, 2020, in order to participate in the 2020 Annual Jericho ATV Festival. Any and all materials are due by June 1, 2020, in order to be included in printed materials.

Cancellation Policy

Jericho ATV Festival will refund 50% of sponsor/vendor fee for cancellations before June 29, 2020. Sponsor/Vendor Fees are non-refundable after June 29, 2020.

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



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 **37,822 visits** to the Jericho ATV website. Top locations of website visitors were: Boston (MA), Berlin (NH), Detroit (MI), Concord (NH), Philadelphia (PA), New Haven (CT), Rochester (NY), Manchester (NH), Providence (RI), Greenville (NH).

ROBUST SOCIAL MEDIA PROGRAM that resulted in an average of 45,000 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, and in 2016 & 2017, the Camp RZR New England, a customer appreciation event hosted by Polaris and the Androscoggin Valley Chamber of Commerce.

RACK CARD DISTRIBUTION throughout New Hampshire's Welcome Centers.

JerichoATVFestival.com



Vendor Form

July 31st & August 1st, 2020
Jericho Mountain State Park
Berlin, New Hampshire



I would like to be a _____ (FILL IN LEVEL)
Vendor of the 2020 Jericho ATV Festival. *PLEASE NOTE: An insurance binder MUST be submitted prior to the event.*

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.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

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

JerichoATVFestival.com