



SPONSORSHIP REQUEST

TRAILFEST 2020

Trailfest August 1 & 2

What is Trailfest?

Trailfest is an off-road event styled after the popular Jeep Jamboree events. It is a two-day event held in the township of Trent Lakes, Ontario with two days of guided trail runs on privately owned trails. It is hosted by the London and Area Jeep Owner's Club and raises funds that are donated to various local and national charities. The focus of Trailfest never wavers, our mission is to provide a safe, structured, family-oriented weekend for off-roaders of all capabilities. Trailfest welcomes new wheelers with open arms and a technically informative Off-roading 101 course; kids' goodie-bags, activities and entertainment off the trail as well. The event attracts upwards of 130 participant vehicles as well as 40 guide vehicles, many of which are filled with entire families bringing the event's head count to about 300. Keeping to this vision has rewarded Trailfest with a wonderful reputation and it has been selling out on the first day of registration for the last several years.



Since its beginning in 2008 Trailfest has donated tens of thousands of dollars to charity. A legacy we would like to continue, with the support of donations and sponsorships. The 2020 Trailfest charity selections are:

- The Trent Lakes Fire Department, local to the base



camp for Trailfest, allowing the off-road community to give back to the local area through their various community outreach programs;

- Merrymount Family Support & Crisis Center; situated in London, ON. The London and Area Jeep Club honours and supports the ongoing efforts of Merrymount and their many programs focused on keeping families safe and together in the event of a crisis or emergency
- The Kelly Shires Breast Cancer Foundation; a volunteer run foundation that raises funds to financially support Canadian women in the face of a breast cancer diagnosis.

Anyone who sponsors Trailfest will have their company's logo and link to the company's website posted on the Trailfest website and the London and Area Jeep Owners' Club website under the sponsors banner.

SPONSORSHIP LEVELS ARE AS FOLLOWS:

Rubicon Sponsorship: Cash or Prize donation of \$4,000 or more

This sponsor will be recognized as a partner to the event. The company logo will be included in all email communication, printed posters and media. The sponsor will be posted, with a link to their website, on the Trailfest website as well as the London and Area Jeep Owners' Club website. The sponsor's name & logo will be prominently featured on Guide & Participant shirts at the event. The sponsor's banner (provided by the sponsor) will be displayed at Trailfest during registration, and if possible, the closing ceremonies. The sponsor will receive thanks and appreciation at the event at both beginning and the end. The sponsor will be invited to speak if desired during the closing ceremonies. The sponsor will receive up to three vehicle passes for Trailfest, including driver, passenger, & t-shirt (regular registration rules apply).



Gladiator Sponsorship: Cash or Prize donation of \$2500 or more

The sponsor's logo will be featured on Guide & Participant shirts at the event. The sponsor's banner (provided by the sponsor) will be displayed at Trailfest during registration, and if possible, the closing ceremonies. The sponsor will receive thanks and appreciation at the event during closing ceremonies. The sponsor will receive up to two vehicle passes for Trailfest, including driver, passenger, & t-shirt (regular registration rules apply).



Wrangler Sponsorship: Cash or Prize donation of \$1500 or more

The sponsor's logo will be featured on Participant shirts at the event. The sponsor's banner (provided by the sponsor) will be displayed at Trailfest. The sponsor will receive thanks and appreciation at the event during closing ceremonies. The sponsor will receive one vehicle pass for Trailfest, including driver, passenger, & t-shirt (regular registration rules apply).

Wheeling Buddy Sponsorship: Cash or Prize donation of \$500 or more

The sponsor's name will be featured on Participant shirts at the event. The sponsor's banner (provided by the sponsor) will be displayed at Trailfest. The sponsor will receive thanks and appreciation at the event during closing ceremonies.



All sponsors are invited to set up a vendor tent at base camp. Anyone is welcome to donate promotional material or samples for welcome bags. These sponsors will be listed on a sign at Trailfest.

Your sponsorship is important to us and we will make every effort to ensure that you get as much exposure to your target market as possible. Please contact our Sponsorship Coordinator, Carolina with any questions you have moving forward. You can contact her by email at sponsorship@londondjeepclub.org. You can also fill out our Sponsorship form located on our website: [Trailfest Sponsorship Page](#).



Our shirts go to print May 1st, so we use that as a hard deadline for sponsor confirmation to receive the full sponsor package benefits. We do, however, accept donations and sponsors up until the week before the event.

We look forward to having you join us for a weekend full of fun, games, and great wheeling at Trailfest 2020!