

 **HONDA**  *twelve* **Spring Jam**™

Canada's Largest ATV Jamboree

Friday April 27th & Saturday April 28th



PARTNER PROGRAM

Presented by:



and





**12th ATV
Jamboree for
Parry Sound
Bigger, Better**

Trax Georgian Bay and the Parry Sound ATV District Club have partnered together again to bring Spring Jam 2012 to the Parry Sound Area.

This year we are celebrating our 12th ATV Jamboree and we plan to make Spring Jam is bigger and better than ever! We are aiming to bring 500+ ATV riders to the area to stay, play, and shop here in our town.

**HONDA
Demo
Week**

HONDA is once again bringing their Demo team and will be publicizing both the event and the opportunity to test out one of their many models. In 2012 HONDA and other manufacturers will be offering demo rides from April 27th – 28th .

**Jammer
Demographics**

Registration opened January 19, 2012 at springjam.ca and within 2 hours we had our first Jammer booked and registration has been brisk in the ensuing weeks. Inquiries of where to stay and what else there is to do flooded our registration process. As new partners are added, their information is posted to our website in a couple of hours.

Last year's Spring Jam 2011 290 participant's demographics were 85% Male, 15 % Female and they attended from over 130 different communities across Ontario. Approximately 50% of our participants had not previously been involved in ATV tourism in Parry Sound. Due to our Poker Jam and Rumble Ride Events 75% of our Jammers arrived late Thursday evening or early Friday morning thereby extending their economic impact by a full day from 2 to 3. Our participants came from across the province to experience the rugged beauty of our landscape and enjoy their time in Parry Sound. They enjoy outdoor adventure and participate in a wide variety of sports.



Jammers to spend over \$250,000

Canada's Largest ATV Jamboree starts Friday April 27th in the morning and concludes late Saturday evening. We anticipate that most of our participants will be staying at least 2 nights in the area and some will stay 3.

Extended stay

The benefits of such a large number of tourists coming to the area in the shoulder season are numerous. The most important benefit is the economic gain our participants will contribute to their stay in the Parry Sound area. The Ministry of Tourism's TREIM Model calculated 2011 Spring Jammers' spending at \$250,000.

How you can share in Spring Jam revenue?

Your company's products and services can be highlighted in this unique event and share in this revenue. In addition, opportunities for repeat business are abundant as Parry Sound is a major ATV Tourism destination.

Our primary market for Spring Jam is affluent baby boomers with discretionary, disposable income who seek opportunities to live life to the fullest.

They believe in the products and services they use. Treat them well and they will remember to use your service and/or product in the future.

Other markets include young couples with double incomes who like adventure and can afford to spend money on a weekend trip to experience a fun time.



PARTNERSHIP OPTIONS *(all options are exclusive of HST)*

Platinum - \$5,000 - *Sorry Sold Out!*



Benefits

- Become a full partner to the event and your company name will be emblazoned on all pieces of literature and the website.
- Exclusivity rights – chance at first refusal for Spring Jam 2013
- Double dealer for Poker Jam
- Booth space (100' x 20') in Spring Jam 2012 ATV Village

Print Advertising

- Logo and Company will be included on all promotional materials, including posters, flyers, on website and all post event communication
- Strong coverage with media – North Star, Muskokan, and possibilities of TV Coverage with A Channel, MCTV
- Links on website
- Acknowledgment of support in local media

Onsite Advertising

- Banners (supplied by company) placed at entrances to
- Place signs(at your cost) at Foley Fairgrounds where majority of rides will be leaving from and the start of trailheads
- Opportunity for promotion item to be placed in registration packages

Public Relations

- Acknowledgement of sponsorship at opening ceremonies
- 4 Complimentary registrations



GOLD - \$2,000

Benefits

- Accommodation/Service listing on springjam.ca in prime location
- Exclusivity rights – chance at first refusal for Spring Jam 2013
- Double dealer for Poker Jam
- Booth space (50' x 20') in Spring Jam 2012 ATV Village

Print Advertising

- Logo and Company will be included on promotional materials, including posters, flyers, on website and all post event communication
- Links on website, Poster for display
- Acknowledgement of support in local media

Onsite Advertising

- Place signs (at partner cost) at Foley Fairgrounds trail head where the majority of rides will be departing from
- Opportunity for promotion item to be placed in registration packages

Public Relations

- Acknowledgement of sponsorship at opening ceremonies
- 2 Complimentary registrations



SILVER - \$750

Benefits

- Accommodation/Service listing on springjam.ca
Silver Category
- Dealer for Poker Jam
- Booth space (20' x 20') in Spring Jam 2012 ATV Village

Print Advertising

- Logo will be included on all promotional materials, including posters, flyers, on website and all post event communication
- Logo prominently displayed on website
- Links on website, Poster for display

Onsite Advertising

- Place signs(at your cost) at Foley Fairgrounds where majority of rides will be leaving from and the start of trailheads
- Opportunity for promotion item to be placed in registration packages

Public Relations

- Acknowledgement of sponsorship at opening ceremonies

Bronze - \$250.00

Benefits

- Accommodation/Service listing on springjam.ca
Bronze category
- Dealer for Poker Jam
- All registrants will have compelling reason to visit your store

Print Advertising

- Logo displayed on website
- Links on website, Poster for display



Partnership Options at a Glance

Partnership Option	Price*	ATV Village Booth Size	Poker Jam Dealer	Logo Recognition	Named Partner
Platinum (HONDA) + 4 complimentary registrations	\$5,000	100' x 20'	Double Dealer	All Material & web site	Prime Name
Gold + 2 complimentary registrations	\$2,000	50' x 20'	Double Dealer	All Material & web site	Secondary Accommodation, Extra Jam, Rumble Ride
Silver	\$750	20' x 20'	Single Dealer	Web site	-
Bronze	\$250	-	Single Dealer	Web site	-

* Price exclusive of HST

For Immediate results contact:

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