

Join Us for the 10<sup>th</sup> Annual  
SXS Adventure Rally on the Rocks  
Presented by GBC Tires

*May 16-18, 2024*

Sand Hollow State Park  
Hurricane, UT





*America's Most Beautiful SXS & UTV Rally*





# SXS ADVENTURE RALLY ON THE ROCKS





10 years ago we saw the birth of the SXS Adventure Rally as the only event of its kind. Bringing together a unique group of SXS & UTV enthusiasts in one of the most beautiful places on the planet.

 triplespolaris Last weekend, Triple S Polaris participated in the @sxsadventurerallyontherocks at Sand Hollow State Park in Hurricane Utah. The event was fantastic! We met many new riders, and we will definitely be attending next year.. 

#triplespolaris #rallyontherocks #polaris #sandbollowutah

 sxsadventurerallyontherocks AWESOME! Look forward to seeing ya next year! 🙌 

1 like Reply

 mock\_triplespolaris 🍷🍷@sxsadventurerallyontherocks @hccracing 



As the explosion in popularity of the OHV market, we have been here as one of the longest and most well respected SXS & UTV Rallies in the nation. We continue to be committed to the growth and expansion, providing a place for participants and the industry’s best vendors to showcase and come together to pursue their passions.

Four years ago we combined with Rally on the Rocks and continue to grow year over year with what we feel is the best combination of Industry leaders, participants and, event quality anywhere to be found.

We look forward to you joining us in 2024 and continue this tradition of SXS fun, family and friends.



# MARKETING STRATEGIES



- New partner ownership with specialized social media marketing expertise to increase event awareness
- New updated streamlined website: [SXSAdventureRally.com](http://SXSAdventureRally.com)
- Drive event participation and attendee
- Bring more local foot traffic to vendor show
- Increase Demo Rides participation
- Increase event visibility over social media, ad placement, radio, search ads, magazines and shop flyers
- Specific geo-fencing and direct target businesses to drop sponsor ads through social media platforms
- Streamlined and increased e-blasts





New updated streamlined website for easier access to event vendors, sponsors and information:




## INCLUDING:

- New Dedicated YouTube Channel
- Instagram/Facebook followers & engagement up over 20%
- Exclusive Media Exposure from
  - At Your Leisure TV Show
  - UTVGuide.net
  - Hi-Torque Publications

 4d4rd A fun little sand hollow climb #sxsadventurerally #sxsadventurerallyontherocks #sandhollow #rzt #rzturbos #polaris ❤️

 slikrok\_productions Awesome! Had a blast wheeling with you! ❤️

Reply ...

 sxsadventurerallyontherocks NIIICE! 🙌 ❤️

Reply See translation

## SXSAdventureRally.com



## SPONSORSHIP OPPORTUNITIES OVERVIEW



SXSAR HAS JUST WHAT YOUR COMPANY IS  
LOOKING FOR TO CONNECT AND NETWORK  
WITH THE BEST SXS & UTV OWNERS AND  
PARTICIPANTS IN THE INDUSTRY

- TITLE SPONSORSHIP – Page 6
- PRESENTING SPONSORSHIP – Page 7
- BREAKFAST SPONSORSHIP – Page 8
- OFFICIAL TRAIL GUIDE SPONSORSHIP – Page 8
- LADIES ONLY TRAIL RIDE SPONSORSHIP – Page 8
- CORNHOLE TOURNAMENT SPONSORSHIP – Page 9
- MOVIE NIGHT SPONSORSHIP – Page 9
- DINNER & MUSIC FRIDAY NIGHT SPONSORSHIP – Page 10
- FRIDAY NIGHT ENTERTAINMENT – Page 11
- MUSIC IN THE PITS – Page 11
- CONTACT – Page 11



drt.motorsports If you haven't been you need to.



• @beferalmedia

• #DRTMotorsports #OwntheDRT #DRT  
#buggywhips #metalfx #kchilites #sandhollow  
#polarisrZR #Polaris #pror



slikrok\_productions 🤔👉👎👉👎👉





## SPONSORSHIP OPPORTUNITIES CONTINUED



### TITLE SPONSOR



gbctires Thanks to our good friends over at DRT Motorsports, for showcasing this sick build featuring our ground breaking Parallax tire at this years SXS Adventure Rally. Sweet Ride! 🤩🔥



□ Parallax

#gbctires #ridewithgbc #ride #utv #sxs #custom #utvridding #race #offroad #sendit #utvlife #runggbc



drt.motorsports Stoked on how the Parallax Tire did @sxsadventurerallyontherocks 🙏🙏🙏 for an awesome tire □



- \$20,000/year
- Additional \$5,000 first year only for physical media: Banners, Logos, Signage, Website change over, Social Media change over, Hats, etc.
- Your Company Name as priority placement as part of the Rally Name Title
  - i.e. Welcome to the XYZ SXS Adventure Rally on the Rocks
- Your logo prominently displayed on all SXSAR Branding
  - First display and exposure on physical media including trail signs, sail flags, wraps, event t-shirts, etc.
- Access to full participant database for marketing
- Premium Vendor Parking next to registration and activities
- First mention on all media, emails, websites, radio ads, social media postings, etc.
- Greatest and most cost effective exposure for your brand
- Includes ALL benefits of all other sponsorship levels
- Prominent front display at Raffle Night







## SPONSORSHIP OPPORTUNITIES CONTINUED







### PRESENTING SPONSOR

- \$10,000/year
- Additional \$2,500 first year only for physical media: Banners, Logos, Signage, Website change over, Social Media change over, Hats, etc.
- Your Company Name as secondary placement as part of the Rally Name Title
  - i.e. Welcome to the SXS Adventure Rally on the Rocks Presented by GBC Tires & XYZ Co.
- Your logo prominently displayed on all SXSAR Branding
  - Secondary display and exposure on physical media including trail signs, sail flags, wraps, event t-shirts, etc.
- Any additional presenting sponsors will be a non-compete company
- Premium Vendor Parking next to registration and activities
- Secondary mention after Title Sponsor on all media, websites, radio ads, social media postings, etc.
- Greatest and cost effective exposure for your brand
- Includes ALL benefits of all other sponsorship levels
- Prominent display at Raffle Night

 drt.motorsports Mid Week @sxsadventurerallyontherocks recap!  
#HumpDay #PolarisRzr #ProR #RzrProR #SandHollow 

 bs247365 Ready for more! 

 xtcpowerproducts Can we go back already? 

 utvsource Almost ready for another one 🍷 





## SPONSORSHIP OPPORTUNITIES CONTINUED



xtcpowerproducts We had an amazing turn out at our XTC sponsored @sxsadventurerallyontherocks trail ride up Double Sammy 🙌🔥 ❤️

Thank you to everyone who made it! And to those who didn't, we hope to see you at the next one! 🗨️



sxsadventurerallyontherocks 😊 Awesome! Such a great week with amazing people! Should have dates confirmed for 2024 soon! ❤️



### OFFICIAL TRAIL GUIDES

- \$4,000 split \$2000 payment \$2000 product to be given to guides.
- Comes with 20x20 vendor space
- Priority placement of logo on the back of Trail Guide T-shirts and sweatshirts
- e-blast special mention
- Social Media push

### BREAKFAST

- \$3,000
- Includes 20x20 spot
- Additional space by registration during the morning.
- E-blast special mention
- Social Media push

### LADIES ONLY TRAIL RIDE

- \$500
- Exclusive ability to go on trail with riders
- E-blasts and special mentions on websites and social media push and marketing



## SPONSORSHIP OPPORTUNITIES CONTINUED



### CORNHOLE TOURNAMENT THURSDAY NIGHT



gbctires Thanks to our good friends over at DRT Motorsports, for showcasing this sick build featuring our ground breaking Parallax tire at this years SXS Adventure Rally. Sweet Ride! 🤔🔥

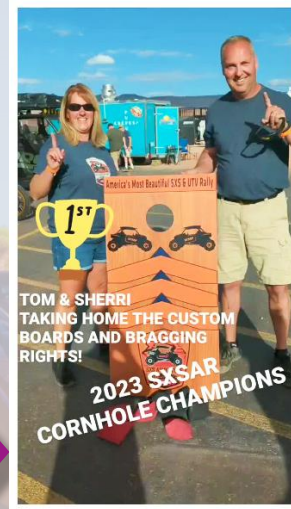


▫ Parallax

#gbctires #ridewithgbc #ride #utv #sxs #custom #utvridding #race #offroad #sendit #utvlife #runggbc



drt.motorsports Stoked on how the Parallax Tire did @sxsadventurerallyontherocks 🙏🙏🙏 for an awesome tire ▫



- \$2,000
- Rally will provide custom made corn hole games featuring your company logo
- Cornhole sets will be given to winning team
- Remaining sets will be given away at raffle night.
- E-blast special mention
- Social media push
- Sponsor will organize and manage tournament

### MOVIE NIGHT WEDNESDAY EVENING

- \$700
- Sponsor will staff the concession area
- Rally will provide popcorn machine, and candy, drinks
- Rally will provide screen, projections system and movie
- E-blast special mention
- Social media push



## SPONSORSHIP OPPORTUNITIES CONTINUED



### DINNER & MUSIC FRIDAY NIGHT

- Co-Sponsorship \$6,500 each or single sponsorship \$13,000
- In conjunction with Friday night drawing
- Rally will organize catering
- Sponsor will be present at dinner to manage
- E-blast special mention
- Social media push
- Sponsor able to place banners flags, other marketing tools around dinner area

slikrok\_productions The Portaled Pro R's leading this pack of bad asses on the group ride for @sxsadventurerallyontherocks on the trail Triple 7's! ❤️

sxsadventurerallyontherocks Awesome. 😊 ❤️

— Hide replies

slikrok\_productions @sxsadventurerallyontherocks 🍷 good times for sure ❤️





## SPONSORSHIP OPPORTUNITIES CONTINUED



drt.motorsports If you haven't been you need to. ❤️  
•  
📷 @beferalmedia  
•  
#DRTMotorsports #OwntheDRT #DRT  
#buggywhips #metalfx #kchilites #sandhollow  
#polarisrZR #Polaris #pror

slikrok\_productions 😊👉 😊👉 😊👉 ❤️



### FRIDAY NIGHT ENTERTAINMENT

- \$3,000
- Sponsor will organize event
- Sponsor able to decorate stage with banners/ marketing tools
- Sponsor to provide glow sticks, or swag giveaways during concert
- Rally will arrange band, stage, and sound system
- e-blast special mention
- Social media push

### MUSIC IN THE PITS

- \$2,500
- This will provide a DJ to play music and public announcements in the vendor area.
- All announcements will be stated as “Music & PA brought to you by XYZ
- E-blast & website special mention
- Social media push



# America's Most Beautiful SXS & UTV Rally



QUESTIONS?



If you need additional information, details or have more questions, please reach out to Katie Bell

[Katie@MoluEvents.com](mailto:Katie@MoluEvents.com)

435-703-4444

Standard Vendor Registration Available Soon

[SXSAdventureRally.com](http://SXSAdventureRally.com)

Pictures courtesy of UTVGuide.net & Hi-Torque Magazine