



2024 SPONSORSHIP OPPORTUNITIES

OF4WD.COM





ONTARIO FEDERATION OF 4WD RECREATIONISTS

Working to keep public lands, public.

EDUCATION | TRAILS | EVENTS | CHARITY

VOICE OF THE 4WD COMMUNITY

The Ontario Federation of Four Wheel Drive Recreationalists (OF4WD) is Ontario's leading organization in promoting and protecting four wheel drive sports. From government relations and ensuring off-roaders have access to lands to promoting and supporting related shops to drive their business, the OF4WD delivers. Through the education of off-road enthusiasts and monitoring of the status of trails on a continual basis, the OF4WD is ensuring a sustainable four wheel drive sport in Ontario for current and future generations. The OF4WD works with other trail user groups, such as ATV and Snowmobiler associations, in providing a safe and reliable trail system for all users.

AS A SPONSOR, YOUR COMPANY WILL BE PROMOTED IN A MULTI-STAGE APPROACH.

Your company will be represented through on-line promotion via the highly used OF4WD website and social media pages; promotion through a variety of events the OF4WD members and board attend such as sporting shows, shop shows, and club events; and last but not least during the largest off-road event in the province, CAMP NL.

Together, we can work towards a sustainable trail system that all Ontarians will enjoy for years to come.





A MULTI-STAGE APPROACH TO INCREASE EXPOSURE, WORKING HARDER FOR YOU!

ONLINE MEDIA

With your sponsorship package, your business will be featured in our various online mediums. Our website is viewed by over 28,000 visitors a year and features the only continually updating online trail map for Ontario. Our site is one of the first stops for new participants in the sport and continues to be a source of information for veterans. Through our social media platforms, you will have the opportunity to interact with the 4wd community to promote your business and learn more about the community. The OF4WD offers unique opportunity for online exposure to a targeted community.



EVENTS & PROMOTIONS

The multi-stage sponsorship package also includes your company's exposure to various outdoor and off-road related events. The OF4WD is on site at these events to promote the organization, our sponsors, showcase the tread lightly principals of safe off-roading, and build our multi-trail user relationships. Sponsors of the organization will be advertised, with unique opportunities for cross promotion. Products donated from our sponsors will be promoted with year long giveaways to the membership, including website participation draws, trail maintenance event volunteer draws, trail project fundraising and at our premier event, Camp NL.





20TH ANNUAL CAMP NORTHERN LIGHTS

As a sponsor of the Ontario Federation of 4WD Recreationalists, your company will be a part of the biggest family oriented off-road event in Ontario, in support of the Haliburton Highlands Health Services Foundation. Camp NL is the only event of its size to be conducted completely on public lands and with the cooperation of the Ontario Ministry of Natural Resources (MNR). Camp NL 20 has been scheduled for **August 15th-18th, 2024** in the Haliburton Highlands which is the focal point for a majority of popular crownland trails.



Participants are treated to 3 full days of guided trail riding with trails ranging from beginner to extreme. The OF4WD also offers an Offroad 101 course to those individuals who have never been off-road before and various educational seminars all focusing on the principals of Tread Lightly. Our Main Event Arena, the focal point of Camp NL, is used for all event and trail registrations, announcements, meals and the evening entertainment including the Saturday night awards and prize raffle. Centered right in our Vendors Market area, it ensures maximum sponsor exposure throughout the duration of the event. Participants enjoy five catered



THE LEVELS OF SPONSORSHIP

The following is the breakdown of each level of sponsorship, the required contribution and associated benefits.

If you have an idea you would like to discuss with us that fits better with your company's budget, please do not hesitate to do so, we are open to all ideas that would benefit our organization and members.



Depending on the level of sponsorship chosen, your business will benefit from different levels of exposure at our events, on our printed media and through our website and social media feeds. For each Sponsorship level there is a minimum donation amount, part of which is required in the form of

cash or cheque (see chart below). The remaining amount can be provided in product (Value based on regular retail pricing) that will be used through out the year as promotional prizes for various trail initiatives and at the Camp NL Saturday Night raffle.



EVENTS AND PROMOTIONS	HEADLINE	GOLD	SILVER	BRONZE	ONLINE
Participation as a sponsor in OF4WD Newbie Run Series.	All Events	1 Event			
Ability to setup booth at select OF4WD and club events.	•	•	•		
Opportunity to display show vehicles at promotional events (Ex: Sportsmens Show, Snowmobile Show, etc)	•	•			
Company logo displayed at trade shows as a supporter of sustainable trail use and the OF4WD (TV or banner)	•	•	•	•	
Donated merchandise and swag to be used as prizes at OF4WD events (Majority portion at CampNL, and distributed throughout the year at cleanups, maintenance events and website giveaways) Example: This CleanUp sponsored by "Your Business" and OF4WD	•	•	•	•	•
Your company brochure (8 1/2 x 3 1/2) displayed at events where OF4WD has a booth	•	•			

HEADLINE EVENT — **CAMPNL**

Free Adult Registrations for CampNL (valued at approximately \$275)	5	3	2	1	
Welcome Package Inserts	•	•	•	•	•
Name or Logo on back of event t-shirts (Sized according to package contributions)	•	•	•	•	
Free Display/Vendor tent space at base camp	12'x32'	12'x32'	12'x22'	12'x12'	
OF4WD Sponsor Banner in the Event Hall	At front	At front	•	•	
Advertisement in participant guide	full page	1/2 page	1/4 page		
Your supplied banner on outside of facility fence line facing highway	•	•			
5 minute speaking spot at Sat night awards	•				
Directional Signs to event with your logo	•				
Company logo on trail guide windshield banners	•				
Company logo on event shirt sleeve	•				