



To Whom It May Concern:

Launched in 2006 as a family oriented event and created to have broad appeal through the Off-Road Truck, Jeep, and ATV community, Timberview MUDFEST is scheduled three times per year. The event has grown to be the largest single point gathering of this demographic within a four hour radius of Lowville New York. Racing begins at noon for vehicle classes ranging from trucks that might be driven to work on Monday up to Super-mod rocket ships that go so fast their tires barely touch the mud. The day is action packed as racers line up to a computerized, NHRA drag race style starting system and wait for the green light to go. Fans stay engaged rooting for their local hero's as we encourage crowd participation with a professional announcer. Racers compete for the day and in a point's battle over all three events. Adding to racer and fans engagement over multiple events and building racer and fan drama. It's all capped off for the racers with an awards banquet at the end of the year. Attendees also enjoy a large vendor area, and vehicle demo trail.

New for 2015, Mud and Music Series. In an effort to further capitalize on the crowd by keeping them on site for up to three hours longer we are adding live entertainment. Regional acts with strong appeal to our demographic will perform after the race. An impressive full stage with sound and lighting should kick the entertainment up a notch for the attendee and created added sponsor and vendor value.

To increase event control, attendee convenience, and create additional sponsor exposure an extensive online ticketing process was created at [TimberviewMudfest.com](http://TimberviewMudfest.com). The ticket process captures the needed enthusiast data and permissions for continued marketing and additional sponsor touch points.

The current venue will handle up to five-thousand attendees. 2015 attendance is expected to peak at just over 2,500 per day. Several covered and non-covered vendor space options are available. As the current venue reaches capacity additional venues will be selected to host a series of "MUDFEST" events in strategic geographic locations. The current venue is adjacent to Timberview Resort which offers several accommodation options from single and double rooms to suites, 100 seat conference room and full house rentals. Overnight camping, connected four hundred mile ATV trail system, tractor trailer parking, and a full restaurant/bar is also available on site. Attendees don't only come for the racing, many make a vacation weekend out of it.

Be part of a great event, a growing brand, and let our nine years of experience multiply your marketing dollars. Following is a list of our single event and full series sponsorship opportunities for Timberview MUDFEST. Contact our Marketing Manager at 315-534-3084 or email [Marketing@TimberviewMUDFEST.com](mailto:Marketing@TimberviewMUDFEST.com)

Thank You,

*John DeGuardia*

Mudfest Event Manager