

Tailcreek
MUD and MUSIC

JUNE 28 - 29 - 30, 2019 • TAILCREEK RACEWAY

Tailcreek
MUD and MUSIC

"PARTNER PACKAGE"



FROM ALL OF US ON THE TAIL CREEK TEAM

WE WOULD LIKE TO THANK YOU FOR YOUR TIME AND CONSIDERATION.

WE WANT TO WORK HARD WITH OUR PARTENERS TO BRING CENTRAL ALBERTA AN AMZING AND SAFE EVENT FOR EVERYONE TO ENJOY!



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*"LOCATION, LOCATION, LOCATION... OUR MANDATE IS TO SHOWCASE WORLDWIDE TALENT
IN A FUN, SAFE, INTERACTIVE FESTIVAL ENVIRONMENT IN THE HEART OF ALBERTA."*



OUR VISION FOR THE **TAIL CREEK MUD & MUSIC FESTIVAL** IS THE PRODUCTION OF A LARGE-SCALE MUSIC, ARTS, AND HIGH PERFORMANCE MOTORSPORTS FESTIVAL IN THE HEART OF ALBERTA THAT WILL ATTRACT GUESTS AND PATRONS FROM ACROSS THE PROVINCE, ACROSS THE COUNTRY, AND INTERNATIONALLY. WE PLAN TO MAXIMIZE THE NUMBER OF CAMPERS AND TRAVELERS VISITING THE REGION BY HOSTING THE FESTIVAL OVER THE **CANADA DAY LONG WEEKEND**. OUR GOAL IS TO PROVIDE A YEAR-AFTER-YEAR EVENT, AND WITH ACCESS TO SOME OF THE WORLD'S BEST TALENT, AS WELL AS PARTNERING WITH NATIONALLY RECOGNIZED COMPANIES, TOGETHER BUILDING ALBERTA'S FAVORITE FESTIVAL EXPERIENCE IS OUR TOP PRIORITY.

THE **THIRD ANNUAL TAIL CREEK MUD & MUSIC FESTIVAL** WILL ENCOMPASS **THREE DAYS** OF OUTDOOR MUD & MUSIC FESTIVAL EXPERIENCES, WITH THE GOAL TO GARNER **5000+ FESTIVAL ATTENDEES PER DAY**. THE FESTIVAL WILL FEATURE SOME OF THE BIGGEST ROCK BANDS IN THE WORLD IN AN OUTDOOR VENUE. OUR MANDATE IS TO SHOWCASE WORLDWIDE TALENT IN A FUN, SAFE, INTERACTIVE FESTIVAL ENVIRONMENT.



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"THE IMMENSE POWER OF THE INTERNET, SOCIAL MEDIA, WEB INTEGRATION AND TARGETED TRADITIONAL MEDIA ALLOW US TO INFORM AND DELIVER AN EFFECTIVE MESSAGE OUR AUDIENCE."



THE SOCIAL SETTING AT TAIL CREEK DOES NOT FAIL TO PROVIDE A PHENOMENAL ATTRACTION FOR THE **ABOVE AVERAGE HOUSEHOLD INCOME 19 - 50 ADULT CONSUMER** WITH A FLAIR FOR THE UNIQUE AND EXCLUSIVE. THE CAPTIVE FANS ARE CONSUMER DRIVEN, LIFESTYLE ORIENTED AND HAVE THE POWER TO **SET THE STANDARDS FOR POPULAR CULTURE**. THEY ARE ALWAYS RIDING THE WAVE OF NEW TRENDS AND HAVE INCREDIBLE **PURCHASING POWER**. THE ENVIRONMENT AT TAIL CREEK WILL PROVIDE YOU DIRECT ACCESS TO THIS HARD TO REACH DEMOGRAPHIC AUDIENCE AND AN **UNLIMITED OPPORTUNITY** TO TARGET MARKET YOUR BRAND MESSAGE.

OUR TARGET MARKET - **THE MILLENNIALS** (BORN BETWEEN 1980 - 1994/2000) (24 - 34 YEARS) ARE **THE LARGEST DEMOGRAPHIC SINCE THE BOOMERS**. THEY TYPICALLY HAVE AN **ABOVE AVERAGE INCOME** (1 IN 10 MAKE OVER 100K ANNUALLY), AND THEY WILL BE 75% OF LABOUR FORCE BY 2028. THE DEMOGRAPHIC IS **EXPERIENCE FOCUSED** AND DISPLAYS SOCIAL STATUS BY CONSUMPTION OF THOSE EXPERIENCES, THEN THEY **SHARE THAT EXPERIENCE VIA SOCIAL MEDIA** (SHARING THE PARTNER'S BRAND).



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"ONSITE OPPORTUNITIES"

PARTNERSHIP WITH THE **TAIL CREEK MUD & MUSIC FESTIVAL** OFFERS NUMEROUS OPPORTUNITIES THAT CANNOT BE FOUND IN TRADITIONAL MARKETING, PROMOTIONAL AND ADVERTISING ENVIRONMENTS. REACH OVER **5,000 FANS** OVER EACH OF THE 3 DAYS. WHETHER YOUR GOALS CENTER AROUND **BRAND AWARENESS, PRODUCT SALES, NEW PRODUCT TRIAL** OR **RECRUITMENT**, WE CAN HELP LEVERAGE YOUR PARTNERSHIP INVESTMENT AND DELIVER THAT ALL IMPORTANT R.O.I.



MAIN STAGE

THE 60' MAIN STAGE IS THE HEART OF THE CONCERT BOWL.

BRANDING TO THE MAX.



18+ BEER GARDEN

PREMIUM BRANDING

OPPORTUNITY FOR AN 18+ MARKET. BOLDLY
ACTIVATE YOUR BRAND!



TC MARKETPLACE

EXPOSURE OUTSIDE OF THE CONCERT BOWL.

VENDORS, DIRECT SALES, DISPLAYS,
RECRUITMENT, ETC.



BANNERS

MULTIPLE LOCATIONS THROUGHOUT THE
GROUNDS AND RACEWAY.

PREMIUM EXPOSURE!



FIREWORKS

CANADA DAY CELEBRATION

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"OFFSITE OPPURTUNITIIES"

WEBSITE

TAILCREEK.CA

SOCIAL MEDIA

FACEBOOK, INSTAGRAM, TWITTER, ETC.

PROGRAM / SCHEDULE

ALL PRINT, TICKETS & POSSIBLE SWAG
DURING THE EVENT

THE IMMENSE POWER OF THE **INTERNET, SOCIAL MEDIA, WEB INTEGRATION** AND **TARGETED TRADITIONAL MEDIA**, INFORM AND DELIVER TAIL CREEK'S RAPIDLY GROWING AUDIENCE. WHETHER YOUR GOALS CENTER AROUND **PRODUCT SALES** OR **INTRODUCTION, BRAND RECOGNITION**, OR EVEN **FUND RAISING...** TAIL CREEK PUTS YOU AT CENTER STAGE. WHEN PARTNERED WITH TAIL CREEK, WE'LL HELP YOU **LEVERAGE YOUR MESSAGE** TO MAXIMIZE YOUR INVESTMENT.



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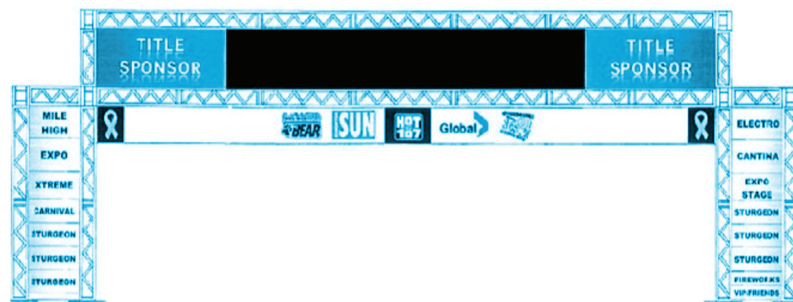
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"TITLE PARTNERSHIP"



**MAIN STAGE - 65' ROOF
TOP BANNER - 40' X 36"**



SIDE BANNERS - 10' X 20'

HIGH IMPACT! THE HEART OF THE CONCERT BOWL
THE 65' MAIN STAGE...
IS OUR **PREMIUM SPONSORSHIP OPPORTUNITY.**
THE CAPTIVE FANS ARE CONSUMER DRIVEN, LIFESTYLE ORIENTED, AND HAVE THE POWER TO SET THE STANDARDS FOR POPULAR CULTURE. THEY ARE ALWAYS RIDING THE WAVE OF NEW TRENDS AND HAVE INCREDIBLE PURCHASING POWER. THE ENVIRONMENT AT TAIL CREEK PROVIDES YOU WITH DIRECT ACCESS TO THIS HARD TO REACH AUDIENCE AND THE OPPORTUNITY TO TARGET MARKET YOUR BRAND MESSAGE.



SUPPORTED BY OVER **600 THOUSAND DOLLARS** IN TAIL CREEK PROMOTIONAL EVENT MEDIA. TAIL CREEK WILL WORK WITH YOU TO IMPLEMENT CONSUMER DRIVEN PROMOTIONS.

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“PARTNERSHIP PACKAGES”

TITLE \$40 000

SPONSOR NAME INTEGRATED INTO THE TITLE OF THE FESTIVAL (IE. KAWASAKI TAIL CREEK MUD & MUSIC FESTIVAL). THIS LEVEL INCLUDES CATEGORY EXCLUSIVITY, MAJOR INTEGRATION INTO EVENT, AND INCLUSION IN ENTIRE MEDIA CAMPAIGN. ALSO INCLUDED; 40' X 40' PROMOTIONAL FOOTPRINT ON FESTIVAL GROUNDS, THIRTY FIVE (35) PAIRS OF WEEKEND PASSES WITH THIRTY FIVE (35) EARLY ACCESS PARKING PASSES, ONE (1) HOSPITALITY CABANA, TWENTY (20) PEOPLE (10 PPL / DAY) TO HAVE UNIQUE FESTIVAL EXPERIENCES. I.E. PHOTO PIT ACCESS.

PRESENTING \$30 000

INCLUDES SPONSOR NAME INCLUSION IMMEDIATELY AFTER FESTIVAL NAME (IE. TAIL CREEK MUD AND MUSIC FESTIVAL PRESENTED BY KAWASAKI). THIS LEVEL INCLUDES CATEGORY EXCLUSIVITY, MAJOR INTEGRATION INTO EVENT, AND INCLUSION IN ENTIRE MEDIA CAMPAIGN. ALSO INCLUDED; 20' X 20' PROMOTIONAL FOOTPRINT ON FESTIVAL GROUNDS, TWENTY FIVE (25) PAIRS VIP PASSES, TWENTY FIVE (25) EARLY ACCESS PARKING PASSES.

GOLD \$15 000

INCLUDES MAJOR INTEGRATION INTO THE FESTIVAL AND MEDIA CAMPAIGN. DESIGNED SPECIFICALLY FOR SPONSORS NEEDS AND WILL INCLUDE DESIGNATION RIGHTS TO KEY SECTION(S) OF THE EVENT. ALSO INCLUDED; 10' X 10' PROMOTIONAL FOOTPRINT ON FESTIVAL GROUNDS, FIFTEEN (15) PAIRS VIP PASSES, FIFTEEN (15) EARLY ACCESS PARKING PASSES.

AS ALWAYS PACKAGES ARE CUSTOMIZABLE JUST ASK

SILVER \$5 000

THIS LEVEL IS FOR LOCAL SPONSORS. IT INCLUDES ON-SITE SIGNAGE, LOGO INCLUSION ON POSTERS, WEBSITE, EXHIBITOR SPACE AND EVENT TICKETS. ALSO INCLUDED; TEN (10) PAIRS VIP PASSES, TEN (10) EARLY ACCESS PARKING PASSES.

BRONZE \$1 500

DAY OF SHOW 10X10 PLOT INSIDE THE VENUE WITHIN VENDOR AREA. ABILITY TO PROMOTE BRAND / PRODUCTS TO TARGETED DEMO. ALSO INCLUDED; TEN (10) PAIRS VIP, TEN (10) EARLY ACCESS PARKING PASSES.



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"PARTNERSHIP PLACEMENT"



ON-SITE

| | BRONZE | SILVER | GOLD | PRESENTING | TITLE |
|---|--------|--------|------|------------|-------|
| LOGO FEATURED IN PROGRAM | • | • | • | • | • |
| ACCESS TO SPONSOR HOSPITALITY TENT | • | • | • | • | • |
| EARLY ACCESS CAMPING | • | • | • | • | • |
| 4X8 BANNERS ON SITE | | • | • | • | • |
| P.A ANNOUNCEMENTS | | • | • | • | • |
| ADVERTISEMENTS ON VIDEO SCREENS | | | • | • | • |
| ARTIST SIGNED & FRAMED EVENT POSTER | | | | • | • |
| MEET N' GREET PASSES (BASED ON ARTIST APPROVAL) | | | | • | • |
| CATEGORY EXCLUSIVITY | | | | • | • |
| MAINSTAGE ROOF BANNER | | | | • | |
| STAGE-SIDE SCRIM BANNERS | | | | • | |
| 20'X20' PROMOTIONAL FOOTPRINT AVAILABILITY | | | | • | |
| 40'X40' PROMOTIONAL FOOTPRINT AVAILABILITY | | | | | • |

OFF-SITE

| | BRONZE | SILVER | GOLD | PRESENTING | TITLE |
|--|--------|--------|------|------------|-------|
| LOGO FEATURED ON FESTIVAL PROGRAM | • | • | • | • | • |
| LOGO FEATURED ON PRINTED TICKETS | | | | • | • |
| LOGO FEATURED ON ALL ADVERTISING MATERIALS | | | • | • | • |
| BRAND MENTIONED IN RADIO CAMPAIGNS | | | | • | • |

ONLINE

| | BRONZE | SILVER | GOLD | PRESENTING | TITLE |
|---|--------|--------|------|------------|-------|
| LOGO FEATURED ON SPONSOR PAGE OF WEBSITE | • | • | • | • | • |
| LOGO INCLUDED ON ALL E-NEWSLETTERS | | • | • | • | • |
| SOCIAL MEDIA SHOUT OUTS (FB, TWITTER, IG) | | • | • | • | • |
| ROTATING ADS ON WEBSITE | | • | • | • | • |

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"HARDCORE MOTORSPORTS"



OUR *ULTRA 4 STYLE PUNISHER RACING SERIES* HAS GROWN TO BE ONE OF CANADA'S BIGGEST AND IS RECOGNIZED AS THE TOUGHEST.

THE BEST TEAMS COME FROM ACROSS THE COUNTRY AND THE USA FOR A CHANCE TO PUT THEIR NAMES ON THE TAILCREEK CUP. EACH YEAR THE EVENT GROWS IN SIZE AND EXCITEMENT. WE HOST ALL KINDS OF OFF-ROADING EVENTS SUCH AS EXTREME 4X4 OFFROAD, MOTOCROSS, MUDBOGS, UTV & QUAD MUD RACING AND MANY MORE EXCITING EVENTS.



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"PREVIOUS PERFORMERS"

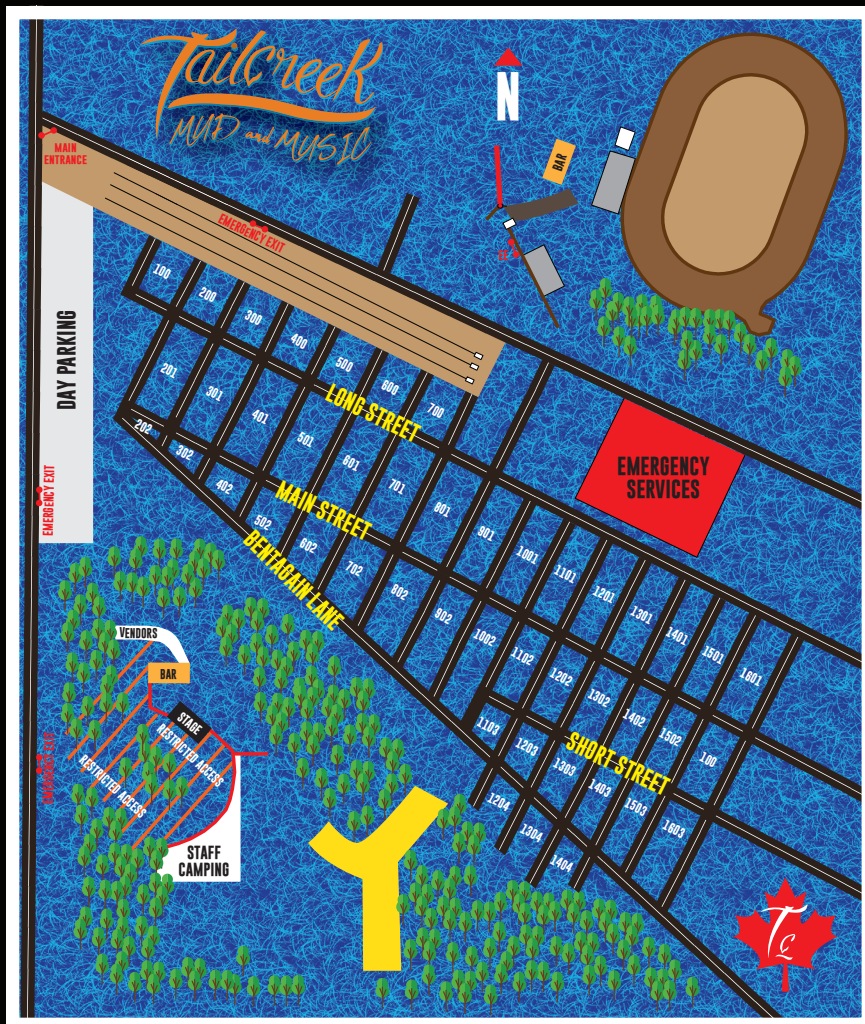
KORN • KILLSWITCH ENGAGE • CHEVELLE • THEORY OF A DEADMAN • FILTER • POPEVIL • THE PRETTY RECKLESS
THE ROAD HAMMERS • THE GLORIOUS SONS • NONPOINT • ONE BAD SON • REV THEORY • AGE OF DAYS • IT'S WAR
THE MUDMEN • TUPELO HONEY • THE WILD • BETTER US THAN • STRANGERS • NO HEAT TOMORROW • LUST THE TIDE
HOLLYWOOD ASSASSYN • REND • DAVID LEE MURPHY • EMERSON DRIVE • CHARLIE MAJOR • JULIAN AUSTIN
RENEGADE STATION • LEE AARON • BIG SUGAR • WIDE MOUTH MASON • PRISM • HONEY MOON SUITE
REVOLUTION ENGINE • THE GRAPES OF WRATH • THE NORTHERN PIKES • OTHERWISE • JESSE ROADS BAND • ODDS
COAL CREEK BOYS • DUSTY TUCKER • ALKATINE • YOUNG FELLAS • DIESEL MAY • THE CLASSY CHASSIS
THE RED CANNONS • FLUX PAVILLION • FEDDE LE GRAND • LAIDBACK LUKE • THE CRYSTAL METHOD • ZOMBOY • DJ BLEND
BRILLZ • CONGOROCK • ETC!ETC! • TORRO TORRO • BARE • JAYCEE OH • SWEDE DREAMS • WRIGHT & WONG
CROWN JEWELZ • TONY DONAHUE • NUMERIK • CALLAHAN • AXE & SMASH • GRIZZLEE DUBS • VAN DAMAGE
JUST SIN • KOPYRITES

AND MANY MORE!!!

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FOR MORE INFORMATION PLEASE CONTACT:
SHELLEY ROSLUND | 780-919-1700 |
SHEROS16@GMAIL.COM