



# 2026

## SPONSORSHIP AND EXHIBIT OPPORTUNITIES

COSTA MESA, CA | OC FAIR & EVENT CENTER  
SATURDAY, OCTOBER 3 & SUNDAY, OCTOBER 4

### NAME IN TITLE SPONSOR

Price Upon Request

- Sponsor name and or logo appears prominently before name of the event
- Name and/or logo inclusion in event logo
- Company name included in event name in all social posts once signed contract is received\*
- TV, Radio, advertising, and marketing inclusion\*\*
- 2 dedicated email blast promoting Title sponsor\*\*
- 2 dedicated social posts\*\*
- Up to an 80x30 Display Space in premier location
- 20 banner placements at event (3'x8)\*
- 12 PA reads
- 50 Complimentary tickets
- Premier event map listing and logo inclusion\*\*
- Daily on-stage interviews

### PRESENTING SPONSOR

Price Upon Request

- Name and/or logo inclusion in event logo
- TV, Radio, advertising, and marketing inclusion\*\*
- Company name included in event name in all social posts once signed contract is received\*\*
- 1 dedicated email blast promoting Presenting sponsor (client-supplied)\*\*
- 2 dedicated social posts\*\*
- 15 banner placements at event (3'x8)\*
- 6 PA reads
- 25 Complimentary tickets
- Premier event map listing and logo inclusion\*\*
- Daily on-stage interviews

### OFFICIAL PRODUCT

\$10,000

- Named as Official Product of the Off-Road Expo
- Official product logo created by Bonnier and placed on event website
- 2 dedicated posts across Facebook & Instagram\*\*
- 10 Pre-show tag inclusions on social media\*\*
- 10 Banner placements at event (3'x8)\*
- Daily on-stage interviews
- 4 PA reads
- 10 Complimentary tickets
- Enhanced event map listing and logo inclusion\*\*

### CUSTOMIZE YOUR PACKAGE

Our team can work to develop a fully customized package to help your company achieve its marketing and sales objectives. Contact your sales representative or [sales@bonnierevents.com](mailto:sales@bonnierevents.com) to discuss custom sponsorships opportunities.

### STAGE/ENTERTAINMENT SPONSOR

\$8,000

- Naming rights to the Entertainment Stage
- Name and/or logo inclusion in all Entertainment Stage promotion\* 1 dedicated post across Facebook & Instagram\*\*
- 10 Pre-show tag inclusions on social media\*\*
- 10 banner placements at event (3'x8)\*
- Enhanced event map listing and logo inclusion\*\*
- Opportunity for programmed stage activation, such as "ask the experts," a custom-build, or Sweepstakes prize giveaway
- Branded stage microphones with company logo

### RIDE & DRIVE SPONSOR

Price Upon Request

(TRACKBUILD NOT INCLUDED)

- Naming rights to the Ride & Drive area
- Name and/or logo inclusion in the Ride & Drive logo
- 1 dedicated email blast promoting Ride & Drive
- 2 dedicated posts across Facebook & Instagram\*\*
- 15 Pre-show tag inclusions on social media\*\*
- 12 banner placements at event (3'x8)\*
- 6 PA reads
- 10 Complimentary tickets
- Enhanced event map listing and logo inclusion\*\*

### OFFICIAL GATE ENTRY BAG

\$5,000

- Name and/or logo inclusion on all bags
- Logo inclusion on all digital assets including website and social media. Bags provided at all spectator entrances
- Opportunity for sampling on the bag
- 1 Dedicated post across Facebook & Instagram\*\*
- 6 Pre-show tag inclusions on social media\*\*
- 10 Banner placements at event (3'x8)\*
- 8 PA reads
- Enhanced event map listing and logo inclusion\*\*

### OFFICIAL LANYARD SPONSOR

\$4,500

(NON-ENDEMIC ONLY)

- Exclusive branding on all event lanyards worn by exhibitors
- Visibility across 21,000+ attendees and 2,000+ exhibitors from 200+ exhibiting companies
- Exposure throughout two full days of the Off-Road Expo
- High-impact impressions everywhere badges are worn: full event layout, demos, entrances, and activations
- Category exclusivity - only one official lanyard sponsor
- Client-supplied lanyards - distributed by ORE staff at exhibitor check-in\*\*

All packages priced per event

\*Banners or content supplied by Client

\*\*Guaranteed placement in Broadcast Media and Enhanced Map Listings if contract is signed at least 60 days prior. Guaranteed placement in Social Media if contract is signed 30 days prior to each event.

**BONNIER**  
WE ARE OUTDOOR ADVENTURE

SALES@BONNIEREVENTS.COM | OFFROADEXPO.COM

27TH ANNUAL  
**OFF-ROAD EXPO** **ORE**

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### EXHIBIT AND BRANDING PACKAGES

Exhibiting on-site at the Off-Road Expo, places your products in front of thousands of motorsports enthusiasts with buying power.

### EXHIBIT SPACE RATES

#### INDOOR SPACE

\$10.00 per sq. ft.  
 ▶ (100 sq. ft. increments; traffic on one side)  
 Corner Booths: \$250 additional  
 ▶ (traffic on two sides)

#### OUTDOOR SPACE

\$5.50 per sq.ft.  
 Vehicle Add-on: \$400 each  
 ▶ (must be purchased in conjunction with a booth or sponsorship)  
 Non-endemic exhibitors are subject to higher rates.

### PROVING GROUNDS PRESENTING SPONSOR

**\$4,000**

- Presenting rights to the Proving Grounds - up to 3 Partner Sponsors
- Name or logo inclusion as presenting sponsor in all Proving Grounds promotions
- 2 Shared email blasts promoting the Proving Grounds
- 5 Pre-Show tag inclusions on social media\*\*
- 5 Additional banner placements throughout event (3'x8)\*
- 8 PA reads
- Enhanced event map listing and logo inclusion\*\*

### OFFICIAL EXHIBITOR PARTY

(NON-ENDEMIC ONLY)

**\$5,000**

- Logo inclusion on all promotion pieces
- Logo inclusion on signage
- Ability to provide branded banners
- Ability to provide giveaways during event

### FULL SHOW IMMERSION PACKAGE

(BEFORE, DURING & AFTER SHOW EXPOSURE)

**\$3,999**

- 1 dedicated social post across Facebook & Instagram pre-show\*\*
- 1 inclusion on pre-show email
- 1 highlighted story posted on Facebook & Instagram during show\*\*
- 1 inclusion on post-show social post\*\*
- 8 Pre-show tag inclusions on social media\*\*
- 2 entry gate branding (3'x8)\*
- 3 vinyl floor graphics
- 10 PA reads
- 1 logo inclusion on event map\*\*

### SHOW GUIDE AD INCLUSION

**\$300-\$700**

- Placement in the official event Show Guide distributed to 21,000+ attendees over two full days
- High-visibility exposure in a printed piece attendees keep and reference all weekend
- Direct reach to an engaged audience actively shopping exhibitors
- Artwork supplied by client
- Ad Sizes & Pricing:
  - 1/4 Page - \$300
  - 1/2 Page - \$450
  - Full Page - \$700

### BRAND RELEVANCE

**\$1,999**

- 5 Pre-show tag inclusions on social media\*\*
- 1 inclusion in pre-show email blast
- 1 entry gate branding (3'x8)\*
- 2 vinyl floor graphics
- 5 PA reads

### BOOTH AWARENESS

**\$999**

- 3 Pre-show tag inclusions on social media\*\*
- 1 entry gate branding (3'x8)\*
- 1 vinyl floor graphic
- 2 PA reads



All packages priced per event

\*Banners or content supplied by Client

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