



2026

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

SEPTEMBER 18-20, 2026

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 blasts promoting presenting sponsor
- 2 dedicated social posts across Facebook and Instagram
- Up to an 80x30 display space in premier location
- 20 banner placements at event (3'x8)*
- 20 PA reads per event
- 100 Complimentary tickets
- Premiere event map listing and logo inclusion**
- Daily on-stage interview

OFFICIAL PRODUCT

\$10,000

- Named as Official Product of the Sand Sports Super Show
- 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)*
- 8 PA reads per event
- 25 Complimentary tickets
- Enhanced event map listing and logo inclusion**
- Daily on-stage interview

PRESENTING SPONSOR

Price Upon Request

- 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**
- 1 dedicated email blast promoting presenting sponsor
- 2 dedicated social posts across Facebook and Instagram
- 15 banner placements at event (3'x8)*
- 10 PA reads per event
- 50 Complimentary tickets
- Premiere event map listing and logo inclusion**
- Daily on-stage interview

ENTERTAINMENT STAGE

\$8,000

- 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)*
- Event map pin highlighting sponsor's naming rights to stage**
- 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

(TRACK BUILD NOT INCLUDED)

Price Upon Request

- 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 per event
- 10 Complimentary tickets
- Enhanced event map listing and logo inclusion**

PROVING GROUNDS SPONSOR

\$4,000

- Presenting rights to the Proving Grounds - limit 3 Partner
- Sponsors Name or logo inclusion as presenting sponsor in all Proving Grounds promotion
- 2 Shared email blasts promoting the Proving Grounds
- 5 Pre-Show tag inclusions on social media**
- 5 Banner placements at Proving Grounds
- 5 Additional banner placements throughout event (3'x8)*
- 3 PA reads per event
- 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 to discuss custom sponsorships opportunities.



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 | SANDSPORTSSUPERSHOW.COM



2026

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

SEPTEMBER 18-20, 2026

EXHIBIT AND VALUE PACK OPPORTUNITIES

Exhibiting on-site at the Sand Sports Super Show 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
 - (must be purchased in conjunction with a booth or sponsorship)
- Non-endemic exhibitors are subject to higher rates. Contact your sales representative or email sales@bonnierevents.com

FULL SHOW IMMERSION PACKAGE **\$3,999**

(BEFORE, DURING & AFTER SHOW EXPOSURE)

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

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
- 3 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 per event

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 in the bag
- 1 Dedicated post across Facebook & Instagram
- 6 Pre-Show tag inclusion on social media**
- 10 Banners
- 8 PA reads

OFFICIAL LANYARD SPONSOR **\$4,500**

NON-ENDEMIC ONLY

- Exclusive branding on all event lanyards worn by exhibitors
- Visibility across 39,000+ attendees and 4,500+ exhibitors from 430+ exhibiting companies
- Exposure throughout all three days of the Sand Sports Super Show
- 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 S4 staff at exhibitor check-in**

SHOW GUIDE AD INCLUSION **\$300-\$700**

- Placement in the official event Show Guide distributed to 39,000+ attendees over all three 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

Don't forget to take advantage of our Sand Sports Super SWAP – Saturday, May 16, 2026 at the OC Fair & Event Center.

Contact your sales rep for more info or reach out to SALES@BONNIEREVENTS.COM

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 | SANDSPORTSSUPERSHOW.COM



2026

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

SATURDAY MAY 16, 2026

NAME IN TITLE SPONSOR

\$2,500

- Naming: “[Brand Name] Sand Sports Super SWAP”
- Complimentary 10x10 booth space
- Exclusive naming rights in all official event references
- 4 on-site banners (entrances + highest traffic zones)
- Primary logo placement on SWAP website
- Logo inclusion in all SWAP email blasts
- Brand mention on all social media posts
- 2 dedicated email blasts
- 2 dedicated social media posts
- 10 complimentary tickets

PRESENTING SPONSOR

\$1,500

- Naming: “Sand Sports Super SWAP presented by [Brand Name]”
- Complimentary 10x10 booth space
- Secondary naming in all official event references
- 2 on-site banners
- Logo on SWAP website
- Logo inclusion in all SWAP email blasts
- Brand mention on all social media posts

EVENT LEVEL SPONSOR

\$350

- 1 on-site banner placement
- Logo on SWAP website

PARTNER SPONSOR

\$75

- Logo on SWAP website

EXHIBIT AND VALUE PACK OPPORTUNITIES

From dune buggies and UTV parts to helmets, suspension, tires, tools, and one-off builds, this is where the off-road community shops, sells, and connects before the season kicks into full gear.

EXHIBIT SPACE RATES

OUTDOOR SPACE

\$75 per standard 10x10

- 500 sq.ft.
- traffic on one side

\$125 per corner 10x10

- 500 sq.ft.
- traffic on two sides

\$200 per premium 10x10

- 500 sq.ft.
- in aisles 100 & 200 near the entrance

ADD-ONS & BOOTH ENHANCEMENTS

DEDICATED EMAIL BLAST

\$100

- One standalone blast pre-event email blast to SWAP and S4 database
 - Client supplied copy and creative
 - Limit to 8 companies

DEDICATED FACEBOOK POST

\$50

- One standalone blast pre-event social post on the Sand Sports Super Show Facebook
 - Client supplied copy and creative

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 to discuss custom sponsorships opportunities.



All packages priced per event *Banners or content supplied by Client **Guaranteed placement in Broadcast 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.

TWO DISTINCT EVENTS. TWO UNIQUE AUDIENCES.



COSTA MESA, CA | SEPTEMBER 18-20, 2026



High-energy sand dune and desert riders, powersports and SxS enthusiasts looking for all the latest accessories and builds



COSTA MESA, CA | OCTOBER 3-4, 2026



Everyday drivers and traditional off-roaders looking to upgrade their daily-use trucks, Jeeps, and rigs for better performance, capability, and style



75% Male
ages 35-59

25% Female
ages 35-59

99%
UTV/SxS/ATV owners

78%
RV/Camper/Toy Hauler owners

79% Male
ages 35-59

21% Female
ages 35-59

83%
Truck owners

51%
Average HH income \$100K+

Lifestyle-centric:

- 68%** report household income of \$75K+
- 78%** Camp
- 42%** Fish
- 23%** Hunt

Purchase Intent:

- 37%** plan to buy a new UTV/ATV/SxS in the next 12 months

Lifestyle-centric:

- 97%** participate in off-roading
- 78%** Camp
- 53%** Boat
- 42%** Fish

Purchase Intent:

- 34%** plan to buy a new truck, jeep or camper within 12 months



- UTVs and SxS models
- Performance upgrades
- Custom cages
- Audio systems
- Trailers and haulers
- Apparel and lifestyle gear

- Suspension
- Tires
- Accessories
- Jeep builds Overlanding
- Engine performance
- Sound Systems

Audience Overlap (2019-2025 ticket emails):

This minimal crossover confirms: these are two distinct communities, each with their own passions, habits, and spending patterns.



When combining all emails from both lists, there is only a **12.2%** total overlap