

ENTERTAINING. INTERACTIVE. FAMILY-FRIENDLY.

4-Wheel Jamboree Nationals are festivals geared toward truck, Jeep and off-road enthusiasts. They've been described as "State Fairs for 4-Wheelers" - where participants like to drive, race, or just show off their vehicle. This family-friendly series includes mega truck and mud bog racing, monster truck rides, thousands of vehicles on display, a Show-n-Shine contest, giveaways, a Performance Marketplace, a burnout contest, dyno testing, vendors and more.

In 2022, the 4-Wheel Jamboree Series visits Bloomsburg, PA; and Indianapolis, IN drawing truck enthusiasts from across the USA and Canada.



EVENT OVERVIEW

20,700+ **2X** 22,962,822 ANNUAL MEDIA IMPRESSIONS **ANNUAL PARTICIPANT & EVENTS** SPECTATOR ATTENDANCE **►** YouTube **4WHEELJAMBOREE** @4WHEELJAMBOREE **4WHEELJAMBOREE** 2,142,267 151,710 10,125,545+ 17,800+ 20,000 **ON-SITE**

4-Wheel Jamboree's audience is comprised of off-road enthusiasts who are actively researching the newest trucks, jeeps, gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

SOCIAL MEDIA

AUDIENCE

CUSTOM EMAIL

SUBSCRIBERS

SHOW MAPS

AVG. MONTHLY

PAGE VIEWS

AVG. MONTHLY

UNIQUE VISITORS

AUDIENCE PROFILE

4-Wheel Jamboree Nationals Series are geared toward the truck, jeep and off-road enthusiast, drawing fans from across the country and Canada. The Fairgrounds at all three Jamborees become a 4x4 playground for the 4-wheel drive hobbyist – whether the participant likes to drive it, race it or show it off.

AFFLUENT, PASSIONATE ENTHUSIASTS

AVERACE HOUSEHOLD INCOME OF \$55,000 AND HIGHER

76% AVERAGING IN AGE BETWEEN 30 - 59





85% ATV/UTV/SXS OWNERS



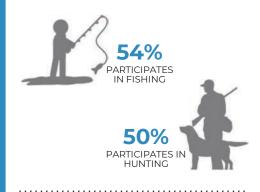
19%
PLAN TO
PURCHASE
A NEW
ATV/UTV/SXS
IN THE NEXT
12 MONTHS



45%
RV/CAMPER/
TOY HAULER
OWNERS



OUTDOOR ACTIVITIES ENJOYED









PARTICIPATES

IN BOATING



Source: 2021 4-Wheel Jamboree Survey

Save The Date

2022 4-WHEEL JAMBOREE EVENTS

Bloomsburg, PA **Bloomsburg Fairgrounds**July 8 – 10, 2022





Indianapolis, IN
Indiana State Fairgrounds
September 16 - 18, 2022

