

4 WHEEL Jambores NATIONALS®



MEDIA GUIDE

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+

ANNUAL PARTICIPANT &
SPECTATOR ATTENDANCE

2X

EVENTS

22,962,822

ANNUAL MEDIA IMPRESSIONS



4WHEELJAMBOREE



@4WHEELJAMBOREE



YouTube

4WHEELJAMBOREE

2,142,267

AVG. MONTHLY
PAGE VIEWS

151,710

AVG. MONTHLY
UNIQUE VISITORS

10,125,545+

SOCIAL MEDIA
AUDIENCE

17,800+

CUSTOM EMAIL
SUBSCRIBERS

20,000

ON-SITE
SHOW MAPS

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.

Source: 2021 Google Analytics

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



AVERAGE
HOUSEHOLD
INCOME
OF \$55,000
AND HIGHER

57%



76%

AVERAGING IN
AGE BETWEEN
30 - 59



MARRIED
67%



77%
MALE

23%
FEMALE

85%

ATV/UTV/SXS
OWNERS



19%

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

91%

TRUCK
OWNERS



45%

RV/CAMPER/
TOY HAULER
OWNERS



OUTDOOR ACTIVITIES ENJOYED



54%

PARTICIPATES
IN FISHING



50%

PARTICIPATES IN
HUNTING



65%

PARTICIPATES IN
CAMPING

36%

PARTICIPATES
IN BOATING



75%

PARTICIPATES IN
OFF-ROADING



39%

PARTICIPATES IN
ATTENDING OTHER
SPORTING EVENTS



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



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