



POWERED BY
GEICO
MOTORCYCLE



NOVEMBER 3-6, 2022

BONNIER
EVENTS



OVERVIEW

The 2021 GEICO Motorcycle Adventure Rally & Camp once again descended on Stagecoach Trails Resort in San Diego County, California for the third SoCal ADV Rally, and hundreds of adventure riders from across the country—and international guests from as far away as Japan—came out to enjoy three days of riding in a mix of on- and off-road terrain that you can only find in America's Southwest. From twisting mountain roads to rugged desert trails, including Ocotillo's infamous double-black-diamond Pinion trail, teams of ADV riders mapped out their daily challenges for their own customized adventures each day. And whether the goal was tackling the toughest destinations in order to rack up points toward the coveted Adventure Cup, or simply relaxing and soaking up the miles on smooth stretches of arcing highway, GEICO ADV Rally participants shared the common threads: discovery, camaraderie and smiles.



MARKETING PROMOTION

Bonnier Events promoted the Julian Adventure Rally via the following platforms to build awareness, drive traffic to our website and drive attendance.



EVENT PROMOTION:

Bonnier events utilizes the multichannel media brands that form the Bonnier Event Group, extending promotional efforts to all facets of media, delivering messaging to a strong, dedicated enthusiast audience.



SOCIAL:

Native Facebook and Instagram posts promoting event series through event social channels, and shared across Bonnier Events social audience.



WEB:

Promotion through display advertising on Bonnier Events websites, and event series specific website posts.



EMAIL:

E-newsletter inclusions and dedicated sponsored emails delivered to event series, Bonnier Motorcycle Group, and b2b opt-in subscribers.

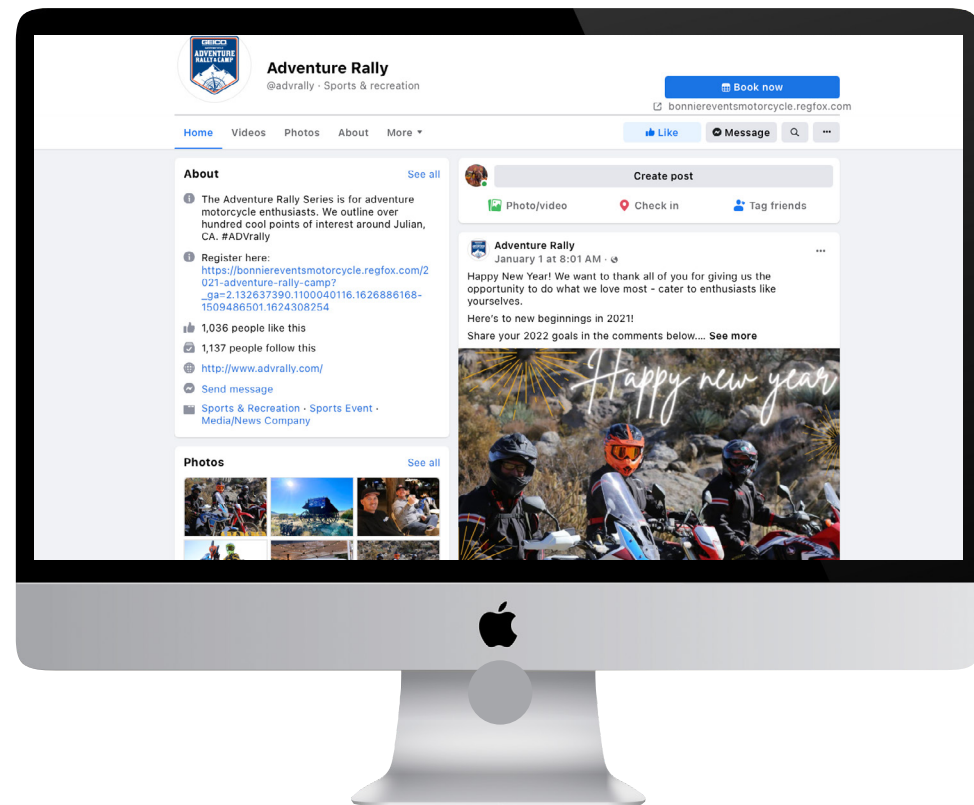


PR:

Press releases to announce each event series. Event sponsors to receive call-out and logo inclusion on all print, online, social promotion pre- and post-event.

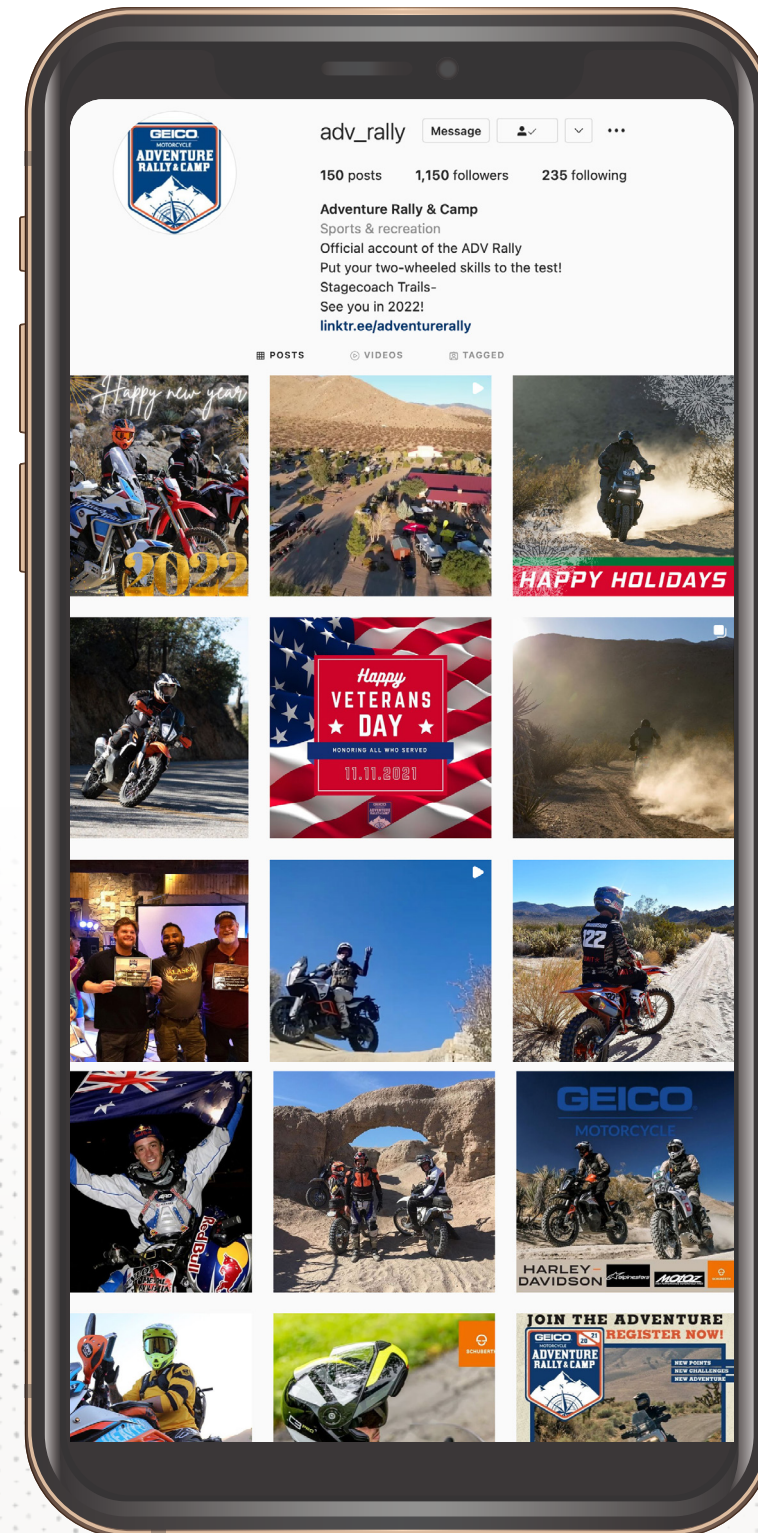
SOCIAL MEDIA

Bonnier Events promotes the Adventure Rally daily for 8 weeks leading up to the event. Exhibitor profiles, event features, and show specials are all integrated into the marketing calendar weekly.



facebook.com/advrally

89,954 + **30,409**
IMPRESSIONS REACH



instagram.com/adv_rally

17,623
IMPRESSIONS



15,689
REACH



1,683
ENGAGEMENT

EVENT

STATS AND DEMOGRAPHICS

+60

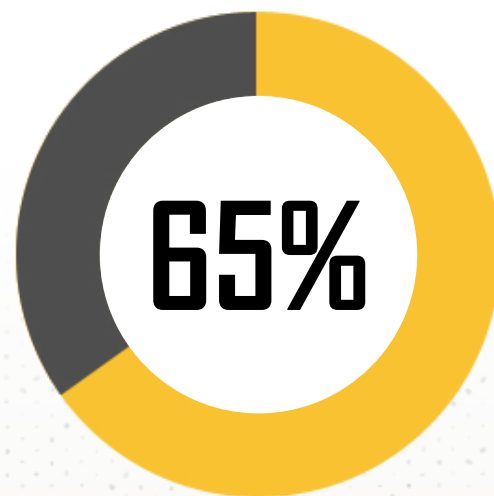
OVER 60 TEAMS
PARTICIPATED

+100

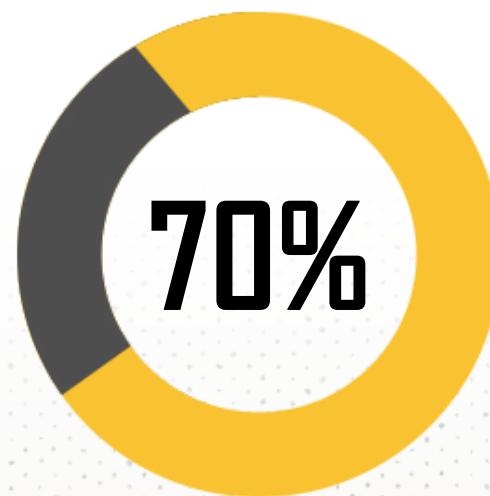
OVER 100 POINTS
OF INTEREST

40%

OF PARTICIPANTS RODE
THEIR MOTORCYCLE TO
THE EVENT



OF PARTICIPANTS
MAKE OVER 100K



ARE BETWEEN THE
AGES OF 35-64

90%

OF PARTICIPANT
PARTICIPATED IN
PRODUCT DEMOS

99%

OF PARTICIPANTS
WOULD RECOMMEND
THE ADVENTURE RALLY
TO A FRIEND





“Alpinestars has been a strong supporter of the ADV Rally since the beginning, and we appreciate the outlet this event provides for us. Getting time to ride and spend time with like-minded ADV / Off-Road riders that share a passion for riding as we do is always a great feeling. The Bonnier team is well machined and knows how to host a successful, fun and engaging event.”

— HEATH COFRAN
ALPINESTARS

EVENT

STATS AND DEMOGRAPHICS

WHAT TYPE OF AFTERMARKET PRODUCTS ARE YOU PLANNING TO PURCHASE FOR YOUR BIKE?

TIRES	86%
CAMPING GEAR	54%
SKID PLATES / CRASH BARS	48%
LUGGAGE	44%
TOOLS	44%
COMFORT (SEAT/GRIPS/HANDLEBARS/ETC)	38%
SUSPENSION	30%
PERFORMANCE (ENGINE/CLUTCH/COMPUTER)	25%
CONTROLS	13%
NAVIGATION 3.....	9%

WHAT IS YOUR LIKELIHOOD OF ATTENDING NEXT YEAR’S ADVENTURE RALLY & CAMP?

ABSOLUTELY!	62%
HIGHLY POSSIBLE	32%

DO YOU AND/OR OTHER MEMBERS OF YOUR HOUSEHOLD PARTICIPATE IN ANY OF THE FOLLOWING ACTIVITIES?

CAMPING	89%
OFF-ROADING	76%
MOTORSPORTS/RACING	44%
ATTENDING OTHER SPORTING EVENTS	27%
BOATING	24%
WATER SPORTS	24%
FISHING	23%
HUNTING	17%



“WHAT PARTICIPANTS HAD TO SAY”

“HAD AN EPIC TIME. I HAD NEVER BEEN ON AN ORGANIZED RIDE BEFORE.
EVERYTHING WAS ABOVE MY EXPECTATIONS. THANK YOU”

“GREAT EVENT, MY FIRST TIME. I WILL BE SHARING IT ON MY YOUTUBE PAGE AS
WELL AS MY FACEBOOK PAGES CAN’T WAIT TO SEE YOU GUYS NEXT YEAR.
GREAT JOB, GREAT STAFF, GREAT PEOPLE!!!”

THERE’S SOMETHING ABOUT GOING ON A MOTORCYCLE ADVENTURE WITH YOUR
MATES, THAT **CREATES MEMORIES AND STORIES THAT LAST A LIFETIME. THANKS**

INDUSTRY CELEBRITIES



ROBBIE MADDISON

ATHLETE | STUNTMAN | RECORD BREAKER



TOM MCCOMAS

HOLLYWOOD STUNT MAN



NATHON VERDUGO

MARKETING DIRECTOR, MV AGUSTA



**ADVENTURE RALLY & CAMP JULIAN
EDITION COMING IN NOVEMBER 2022**

ADV RALLY.COM

GEICO®

MOTORCYCLE

