

TEEP Beach[®] 2021

April 19 - 25, 2021

*Vendor Sponsorship
Overview*



Jeep Beach is one of the largest, Jeep-specific events in the United States, attracting tens of thousands of participants and vendors from across the globe. The Jeep Beach team continues to improve our processes to ensure the highest level of industry networking and vendor show exposure to Jeep enthusiasts!

IMPORTANT INFORMATION FOR JB21 VENDOR REGISTRATION

PLEASE READ THIS INFORMATION!

- Vendor Registration will be via ONLINE registration at www.jeebeach.com under the VENDOR tab
- JB19 Final Numbers & Event Recap available at: [Jeep Beach Vendor Video Brochure](#)
- NEW options available for JB21 Vendors
- DEADLINES are imperative to maximum your exposure for JB21
- ***Vendor Registration opens January 10, 2021***
- **Full Payment for Vendor Space due upon registration**
- **FOOD AND BEVERAGE VENDORS DO NOT SUBMIT HERE!** Food and Beverage Vendors will coordinate with the Speedway directly. More information is available by emailing vendors@jeebeach.com.

Jeep Beach

Rights of Official Sponsor

- Exclusivity as the official sponsor within your industry. Official Tire, Official Hotel, etc. of Jeep Beach
- Inclusion in all collateral and Jeep Beach materials, including the Official Jeep Beach Guide, All marketing campaigns - digital and print
- Logo on Official Event T-shirts
- Inclusion during Special Events - Kick-Off Party, Luau, Main Street Party, etc.
- Vendor space in the Daytona International Speedway during the main event vendor shows (square footage based on vendor needs)

Donation Requirements

For Official Industry Sponsor

Starting at \$15,000

Special Thank You to the listed

Official Sponsors!



DAYTONA BEACH



Official Sponsors



HALIFAX
HEALTH



Jeep Beach

Opportunities to become Presenting Sponsor

- Monday Evening Event - Jeep Beach Gives Back Welcome Event - Jeeps at the Jack Charity Softball Game
- Tuesday Evening Event - One Daytona Luau Party - SOLD OUT
- Wednesday Evening Event - Jeep Beach Tailgate Party & Sound & Light Competition
- Obstacle Course Lanes
- Obstacle Course Rock Garden
- Obstacle Course Hill
- Spectator Cooling Areas
- Installation Garages
- Volunteer Hospitality Area
- Vendor Hospitality Food Carts
- Kid Zone Entertainment Area
- Picnic Tents
- Fireworks
- Other opportunities

Donation requirements

For Presenting Sponsor

Starting at \$2500

Presenting Sponsors

Rights of Presenting Sponsor

- Promoted as the “Powered By” Sponsor of particular event/area in marketing campaigns
- Inclusion all national & local marketing campaigns for particular event/area- digital and print
- Space for set up or signage at the event or the area of sponsorship
- Opportunity to provide company’s promotional items during particular event/area



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Vendor Sponsor Options

- 100' linear Daytona Row
\$5000 - \$3000 cash & \$2000 product (Retail value)
Includes 15 credentials & 6 vehicle passes
- 80' linear Daytona Row
\$4000 - \$2500 cash & \$1500 product (Retail value)
Includes 15 credentials & 6 vehicle passes
- 80' linear Lake Lloyd Row
\$2000 - \$1500 cash & \$500 product (Retail value)
Includes 15 credentials & 6 vehicle passes
- 60' linear Daytona Row
\$3000 - \$2000 cash & \$1000 product (Retail value)
Includes 10 credentials & 5 vehicle passes
- 60' linear Lake Lloyd Row
\$1500 - \$1000 cash & \$500 product (Retail value)
Includes 10 credentials & 5 vehicle passes
- 40' linear Daytona Row
\$2000 - \$1500 cash & \$500 product (Retail value)
Includes 6 credentials & 4 vehicle passes
- 40' linear Lake Lloyd Row
\$1000 - \$750 cash & \$250 product (Retail value)
Includes 6 credentials & 4 vehicle passes
- 20' linear Lake Lloyd Row
\$500 - \$300 cash & \$200 product (Retail value)
Includes 4 credentials & 2 vehicle passes
- 10' linear Lake Lloyd Row
\$250 - cash value only
Includes 2 credentials & 1 vehicle passes
- Installation Garage Bay
\$1000 - access to do installations on site in the blue garages of Daytona International Speedway
- Monday Night Vendor Space
\$Raffle - Monday evening is Jeep Beach Gives Back. Vendors that wish to be present will be asked to conduct a raffle and proceeds go to Jeep Beach charities. (Limited to first 20 vendors)
- Tuesday Night Vendor Display
\$150 per Jeep (Limited to first 30 Jeeps - NO TENTS)
- Wednesday Night Vendor Display
\$150 - 1 Jeep and 10x10 tent display on the Midway in front of the Daytona International Speedway

Vendor Sponsors

- Cracker Ranch Vendor Space (Wednesday & Thursday Only - 10x10 quick set suggested)
\$150 - a perfect opportunity to sell and demo your off-road products - lots of trails to showcase your products!
- Jeep Beach App Banner advertising
\$500 - page 2 banner ad linked to your website year round (10 banners available for Jan - Dec)
\$250 - page 3 banner ad linked to your website year round (25 banners available for Jan - Dec)
- Private Port-o-Let for Vendor Usage at Space
\$100 for Thursday - Saturday

Rights of Vendor Sponsor

- Vendor Space inside Daytona International Speedway on Friday and Saturday
- Vendor Space marked on Official Jeep Beach Map
- Opportunity to select a la carte add-ons to maximize your reach during Jeep Beach Week
- All vendor spaces are 30' deep
- Shared vendor spaces must be pre-approved by Jeep Beach & Fees will be accessed for shared space

Jeep Beach

Infield Layout

Please be advised that the new layout creates a more shopper friendly flow for the participants. This layout has participants entering at the west end & the east end of vendor rows; thus, creating an oval shaped flow of traffic. **MORE MAPS AND DIRECTIONAL SIGNAGE WILL BE IN HIGH VISIBILITY LOCATIONS TO HELP TRAFFIC FLOW IN 2021! OVER 6 ACRES OF VENDOR SPACE!**

Sections A - F: DAYTONA ROW - SOLD OUT

Sections G - P: LAKE LLOYD ROW - LIMITED availability

Please note that the sections SOLD OUT are from those vendors whom reserved their spaces at the end of JB19. ALL vendors have the right to reserve the same location yearly. Vendors requesting to move show location will be subject to space availability and locations are NOT GUARANTEED. We HIGHLY recommend staying consistent with your location, as participants become familiar with their favorite vendors' locations year to year.

DAYTONA ROWS are SOLD OUT with a waiting list. We **cannot** guarantee locations, however we work with our vendors to try to accommodate requests. Open space is assigned by Jeep Beach Vendor Team.

We have worked very hard to ensure that there are **NO BAD VENDOR SPOTS!** No vendor will be hidden from the flow of traffic.

