



WORLD XTREME ENDURO SUPREME

erzbergrodeo®

JUNE 11TH-14TH 2020

**PARTNER & SPONSORING
INFORMATION**





An aerial photograph of a mountainous landscape. In the foreground, there's a dirt track with several loops and jumps, set against a backdrop of steep, forested mountains. A small town is visible in the valley below the track. The right side of the image is overlaid with a dark, cracked texture.

MYTH OF ERZBERGRODEO

Even after a quarter of a century, the MYTH OF ERZBERGRODEO has not lost its strong attraction. The internationally unique event is regarded as the world's most renowned Extreme Enduro. 2020 will see the 26th edition of Erzbergrodeo.

Each year, thousands of ambitious dirtbike athletes from all over the world get on their way to make a picturesque town in the heart of Austria become the pulsing epicentre of the international motorcycle offroad sports community.

They trade thousands of miles of travel for four days of adrenaline, sweat, party and - disappointment. Because at the end of the day only a handful of riders will conquer the superior „Iron Giant“.

ERZBERGRODEO
EXTREME ENDURO SUPREME

EXTREMESPORTS





EXTREME **SPORTS**

The Erzbergrodeo and its highlight, the Red Bull Hare Scramble, are regarded as the biggest and most influential event of the annual international Extreme Enduro season.

Top riders from all major factory teams as well as ambitious amateur athletes take on the challenges of the extremely tough race events: the opening Hillclimb event, the high speed Prologue race to the Erzberg's peak and finally the Red Bull Hare Scramble. Erzbergrodeo offers both competitors and spectators breathtaking Extreme Sports of the highest level.

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TOP FACTS SPORTS & RACES

- › 4 separately built racetracks
- › 4 different race events
- › Factory Teams with top riders from all offroad sections (SX, MX, Enduro, Trials, Rally Raid)
- › Competitors from 40 nations
- › Entries limited to 1500
- › No starting or prize money
- › Training area open for all competitors
- › Technical inspection for all competitors
- › Highly efficient safety concept
- › Racing insurance for all competitors
- › Spectator points connected with shuttle bus service
- › TV-broadcast of race highlights
- › World's most renowned Extreme Enduro event

ROCKET RIDE

- › Hillclimb race
- › limited to 300 competitors
- › 4-story racetrack
- › up to 75% ascent
- › 48 fastest riders at finals
- › spectator point at the track

IRON ROAD PROLOGUE

- › high speed race on Friday & Saturday
- › track length app. 14 km
- › finish at 1466 meters above sea level
- › faster run-time decides result
- › Top-500 riders qualify for the Red Bull Hare Scramble

RED BULL HARE SCRAMBLE

- › 500 riders (10 rows with each 50 riders)
- › track length app. 35 km
- › 25 checkpoints have to be passed within 4 hours
- › extremely selective terrain
- › high drop-out quota (2019 only 16 finishers)
- › Live-broadcast at **Servus TV** and **Red Bull TV**

Sources: Erzbergrodeo statistics

PURE EMOTION





PURE **EMOTIONS**

The world's biggest motorcycle offroad sports event is fascinating tens of thousands actionsports fans from all continents.

The unique mixture of breathtaking Extreme Sports and Woodstock-like festival characteristics attracts an active and sporty audience, looking for excitement, action and fun. The typical Erzbergrodeo visitor loves to be right in the middle of the action and to become a part of the atmosphere filled with adrenaline, dirt, dust, roaring engines and lots of emotions...

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TOP FACTS COMPETITORS & SPECTATORS

- › 1500 competitors
- › more than 4000 entourage
- › 40 nations on site
- › competitors from all continents
- › Top-5 nations: AUT / GER / UK / ITA / SUI
- › 56% of competitors under 29 years
- › more than 50% of competitors are new entrants
- › more than 40000 spectators on 4 days
- › visitors are extremely action-orientated
- › 1000 VIP-guests on 4 days
- › 800 people crew
- › 260 media representants from 25 nations on site
- › 180 people crew for Live-TV broadcast
- › extensive entertainment offer for spectators

TARGET GROUP SPORT

- › 16 - 60 years
- › active, sporty, looking for excitement
- › brand-orientated, trendy
- › mobile, individualistic
- › high affinity for outdoor activities
- › interested in innovations

TARGET GROUP FAMILY

- › 5 - 70 years
- › active, sporty
- › looking for a lasting experience
- › wants to take part in activities
- › strong regional background
- › high share of children

Sources: Erzbergrodeo statistics





WIDE REACH

The ERZBERGRODEO reaches millions of people all over the world in words & (motion) pictures. This dimension of professional coverage is unique for international motorcycle offroad sports.

Apart from the extensive pre-event coverage, media representatives from all around the globe publish their daily reports and spectacular footage right from the centre of action. Additionally, the Erzbergrodeo's own Press/Media & PR-Service is delivering to many thousands print and online editorial offices worldwide. National and international (Live) TV-networks broadcast the amazing Erzbergrodeo action to millions of homes all over the world.

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TOP FACTS MEDIA REACH

- › Media value* (print & online) app. 3,5 Mio.
- › Print media reach 2017 (Austria)**: 3,2 Mio. copies
- › International print review with app. 600 reports
- › TV coverage over 250 hours in 200 countries
- › TV-coverage on **NBC USA** (reaches 110 Mio. households)
- › TV-coverage on **ORF1** und **ORF SPORT+** (Austria)
- › Media cooperation with **KRONEN ZEITUNG**
- › Erzbergrodeo live timing with 3,2 Mio. visits
- › Internet appearance over **motomedia** network (3.0 Mio. visitors per year)
- › Cooperations with Social Media channels of partners **KTM** and **RED BULL** (worldwide)

SOCIAL MEDIA REACH

- › More than 200000 Facebook Fans
- › More than 66000 followers on Instagram
- › Reach during the event: over 3 Mio. users
- › Followers with high Social Media activity
- › Own editorial crew takes care of all Erzbergrodeo Social Media channels

LIVE-TV BROADCAST

- › Live-broadcast on **Servus TV** (427.500 net reach)
- › Live-broadcast on **Red Bull TV** (international)
- › 22 Live camera crews and 2 OB-trucks
- › 180 Red Bull Media House TV-crew on site
- › 30 kilometers of glass fibre cables installed at Erzberg
- › Helicopter-cams, Phantom ultra slow-motion cameras, POV-cameras



Sources: *Research MMO Media Market Observer GmbH **Yield PR & CLIP Mediaservice



PATRONAGE

Connect your company or your brand with the action-loaded characteristics of Erzbergrodeo!

From the race formats to the spectacular side events to the most important sectors of organisation: your logotype communicates ten-thousandfold with an extremely dynamic target group!

› **FROM EUR 10.000,-**

LOGO BRANDING

Not only communicates your brand logo with up to 50000 actionsports fans on site, it will also be transported by our international media coverage in print, online and Live-TV all over the globe!

Permanent branding, banners, beachflags, digital banners, mega banners... everything is possible!

› **FROM EUR 5.000,-**

SOCIAL MEDIA

With an editorial reach of more than 3 millions on Facebook alone, the Erzbergrodeo draws massive worldwide attention.

By integrating your brand into the Erzbergrodeo's Social Media Marketing you can achieve a maximum output for your marketing messages.

› **FROM EUR 5.000,-**



SPONSORING

The Erzbergrodeo has established itself as one of the toughest adventures with a big and broad customer target group. Right in the middle of the action or sitting conveniently at home in front of a TV set - the Myth of Erzbergrodeo fascinates actionsports enthusiasts all over the globe.

Sponsoring the ERZBERGRODEO makes you target an extremely active and interested group of customers in the important target markets of Europe, North & South America and Asia. The unique dynamics of the event works worldwide as a proven catalyst for the success of your company and increased sales of your products.

All sponsoring packages on the following pages include exhibitor tickets as well as entry ticket contingents.

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PROMOTIONS

Approach the Erzbergrodeo's thousands of competitors and visitors directly on site by realising effectful promotional activities during the event, creating a maximum of attention!

Product sampling, sweepstakes or branding of one of the spectator points will get you close and direct contact!

› **FROM EUR 3.000,-**

EVENT-ACTION

The Erzbergrodeo's worldwide unique festival characteristics offer lots of possibilities to promote your brand with action-loaded and entertaining events!

Bag-Jump, Flying Fox or Rallye-Taxi... connect your marketing message with adrenaline and action to reach tens of thousands of actionsports fans!

› **FROM EUR 10.000,-**

AUSSTELLER

As a vendor/exhibitor at the Erzbergrodeo Arena you present your products right inside the pulsing event centre.

Competitors, entourage, VIPs, media people, crew members and visitors: up to 50000 potential customers will get to know your products!

› **FROM EUR 1.900,-**

EXSAMPLES PATRONAGES

Please find the complete list of
PATRONAGE packages on pages 18 – 19.

PATRONAGE IRON ROAD PROLOGUE

- › Integration in official side event logo
- › Branding start area (Friday & Saturday)
- › Branding racetrack (Friday & Saturday)
- › Branding rider actionphoto service
- › Media package (national/international)
- › Social Media package
- › **EUR 50.000,-**



PATRONAGE ROCKET RIDE

- › Integration in official side event logo
- › Branding start- & finish area (Thursday)
- › Branding racetrack (Thursday)
- › Branding spectator point (Thursday)
- › Media package (national/international)
- › Social Media package
- › **EUR 35.000,-**



PATRONAGE ONE-ON-ONE RIDER PRESENTATION

- › Integration in official side event logo
- › Event moderation
- › Branding Action Zone
- › Branding rider portraits (on LED screens)
- › **EUR 30.000,-**



EXSAMPLES (LOGO)BRANDING

Please find the complete list of
 BRANDING packages on page 20.

BANNER-PACKAGE MEGA BANNER

- › Placement of 2 pcs. Mega-banners at the compound to achieve maximum attention of spectators and TV cameras (recommended banner formats available on request)
- › **EUR 5.000,-**



BANNER-PACKAGE ACTION ARENA

- › Branding inside the Action Arena
- › Placement at grandstands
- › Placement at entry area
- › Beachflags alongside the offroad track
- › **EUR 10.000,-**



BANNER-PACKAGE SPECIAL BRANDING

- › Branding & placement of banners inside the Erzbergrodeo Arena, at Rocket Ride, Iron Road Prologue and Red Bull Hare Scramble
- › Placement inside the pivoting range of TV cameras and at spectator point
- › **Permanent branding:** banners „travel“ from one of the respective day's highlights to the next and are placed by the Erzbergrodeo's branding crew
- › **EUR 10.000,-**



EXSAMPLES PROMOTIONS

Please find the complete list of
PROMOTIONS packages on pages 21 – 23.

PROMOTION PRODUCT SAMPLING

- › Distribution of product samples, promotional items, etc. to visitors
- › Inside the Erzbergrodeo Arena
- › Fixed / mobile promotion area or mobile teams of promoters
- › On site promotion by event announcer
- › **EUR 4.000,-**



PROMOTION COMPETITOR SWEEPSTAKES

- › Target group orientated sweepstakes
- › Exclusively for Erzbergrodeo competitors
- › Announcement through rider mailings, press releases and via Erzbergrodeo facebook page
- › On site promotion by event announcer
- › Effectful prize-giving ceremony
- › **EUR 5.000,-**



PROMOTION SPECTATOR POINTS

- › Name hosting & branding of spectator area at either Rocket Ride, Iron Road Prologue or Red Bull Hare Scramble
- › Spectator points are placed inside the pivoting range of TV cameras
- › On site promotion by event announcer
- › Integration in the visitor orientation maps
- › Name hosting of shuttle bus stop at the respective spectator point
- › **EUR 10.000,-**



EXSAMPLES EVENT ACTION

Please find the complete list of
EVENT ACTION packages on pages 24 - 25.

EVENT ACTION JET-SKI SHOW

- › Brand integration in spectacular show event at the Erzberg lake:
Jet-Ski action show featuring Jet-Ski World Champions
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 10.000,-**



EVENT ACTION BAG JUMP

- › Brand integration in spectacular visitor outdoor action event:
Bag Jump inside the Erzbergrodeo Arena
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**



EVENT ACTION WHEELIE TRAINER

- › Brand integration in spectacular visitor action event:
Wheelie Trainer offers safe and crash-free exercising
of motorcycle control and extended riding skills
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**



EXSAMPLES EXHIBITORS

Please find the complete list of
EXHIBITOR packages on page 26.

PACKAGE EXHIBITION AREA

- › Outdoor area for product presentations and promotional activities
- › Size of exhibition area may vary individually
- › Placement at hotspots inside Erzbergrodeo Arena
- › On site promotion by event announcer
- › **FROM EUR 3.000,-**



PARTNER & SPONSORING PRICELIST

PACKAGES PATRONAGES

PATRONAGE IRON ROAD PROLOGUE

- › Integration in official side event logo
- › Branding start area (Friday & Saturday)
- › Branding racetrack (Friday & Saturday)
- › Branding rider actionphoto service
- › Media package (national/international)
- › Social Media package
- › **EUR 50.000,-**

PATRONAGE ROCKET RIDE

- › Integration in official side event logo
- › Branding start- & finish area (Thursday)
- › Branding racetrack (Thursday)
- › Branding spectator point (Thursday)
- › Media package (national/international)
- › Social Media package
- › **EUR 35.000,-**

CHECKPOINT PATRONAGE RED BULL HARE SCRAMBLE

- › Patronage of a Red Bull Hare Scramble checkpoint
- › Name hosting
- › Branding of checkpoint (Sunday)
- › Integration in all PR- and TV-activities
- › Introduction of checkpoint in event brochure
- › **EUR 10.000,-**

PATRONAGE ENDUROCROSS

- › Integration in official side event logo
- › Event moderation
- › Branding Action Zone (Friday & Saturday)
- › Branding rider bibs (Friday & Saturday)
- › Branding motorcycles (Friday & Saturday)
- › Media package (national/international)
- › Social Media Package
- › **EUR 30.000,-**

PATRONAGE STURM AUF EISENERZ

- › Integration in official side event logo
- › Branding leading vehicle
- › Media package (national/international)
- › Presentation at erzbergrodeo.at
- › Social Media Package
- › **EUR 10.000,-**

PATRONAGE ONE-ON-ONE RIDER PRESENTATION

- › Integration in official side event logo
- › Event moderation
- › Branding Action Zone
- › Branding rider portraits (on LED screens)
- › **EUR 30.000,-**

PATRONAGE LIVE TIMING

- › Integration in the Red Bull Hare Scramble online live timing service
- › Branding of Subpage at www.erzbergrodeo.at
- › Name hosting (powered by) in all relevant press releases
- › **FROM EUR 20.000,-**



PACKAGES PATRONAGES

PATRONAGE TRAINING AREA

- › Training area for all competitors, easily accessible and visible
- › Integration in training area logo
- › Branding training track
- › Branding entry area
- › **EUR 15.000,-**

PATRONAGE RIDER Paddock

- › Camping paddocks for competitors (main paddock, special paddock, family paddock)
- › Name hosting of paddock
- › Branding of paddock
- › Branding traffic guidance system
- › **EUR 10.000,-**

PATRONAGE MAIN ENTRY

- › Branding and name hosting of complete main entry area
- › Branding of entry control crew
- › Product sampling
- › **EUR 20.000,-**

PATRONAGE FINISH ARENA

- › Name hosting (powered by)
- › Branding complete Action Zone
- › Branding grandstands
- › Branding wallride
- › **EUR 20.000,-**

PATRONAGE RACE OFFICE

- › Name hosting (powered by)
- › Branding race office
- › Branding race office crew
- › **EUR 20.000,-**

PATRONAGE TOURGUIDE SERVICE

- › Name hosting (powered by)
- › Branding Tourguide meeting
- › Branding Tourguide headquarter
- › Branding Tourguide paddock
- › Branding Tourguide bibs (200 pcs.)
- › Branding Tourguide bike stickers
- › **EUR 10.000,-**

PATRONAGE VIP-SERVICE

- › Name hosting (powered by) of Erzbergrodeo VIP guest treatment (app. 1000 guests on 4 days)
- › Integration in official VIP-Logo
- › Branding VIP Lounge
- › Branding VIP tours & VIP vehicles
- › Branding VIP vouchers & entry passes
- › Branding VIP crew
- › **EUR 15.000,-**



PACKAGES (LOGO)BRANDING

LOGO-PACKAGE LOGO

- › Logo appearance on event website, posters, flyers and on front cover of event brochure
- › **EUR 15.000,-**

LOGO-PACKAGE VIDEOWALL

- › Logo appearance on LED screens inside the Action Zone and Erzbergrodeo festival marquee
- › Promotional Videos on request
- › **EUR 10.000,-**

LOGO-PACKAGE RESULTS

- › Logo appearance on all official results (available for download at erzbergrodeo.at)
- › **EUR 5.000,-**

BANNER-PACKAGE ERZBERGRODEO ARENA

- › Branding at Arena hotspots
- › Branding inside the Erzbergrodeo festival marquee
- › Banners at Arena main entry
- › Beachflags at Arena hotspots
- › **EUR 8.000,-**

BANNER-PACKAGE ACTION ARENA

- › Branding inside the Action Arena
- › Branding at grandstands
- › Branding at entry area
- › Beachflags alongside the offroad track
- › **EUR 10.000,-**

BANNER-PACKAGE MEGA BANNER

- › Placement of 2 pcs. large format banners at the compound to achieve maximum attention of spectators and TV cameras (recommended banner formats available on request)
- › **EUR 5.000,-**

BANNER-PACKAGE ENDLESS BANNER

- › Coop-branding with the official Erzbergrodeo event logo
- › Placement at important hotspots: traffic guidance system, Prologue pre-start area, racetrack barriers, etc.
- › **EUR 10.000,-**

BANNER-PACKAGE SPECIAL BRANDING

- › Branding & placement of banners inside the Erzbergrodeo Arena, at Rocket Ride, Iron Road Prologue and Red Bull Hare Scramble
- › Placement inside the pivoting range of TV cameras and at spectator point
- › **Permanent branding:** banners „travel“ from one of the respective day's highlights to the next and are placed by the Erzbergrodeo's branding crew
- › **EUR 10.000,-**



PACKAGES ERZBERGRODEO ONLINE PROMOTIONS

ONLINE PROMOTION SOCIAL MEDIA PACKAGE

- › Specific brand integrations at Erzbergrodeo Facebook page (more than 200000 fans)
- › Specific brand integrations at Erzbergrodeo Instagram page (more than 66000 followers)
- › Weekly reach during the event over 3 million users
- › **Facebook Small** (4 integrations) **EUR 5.000,-**
- › **Facebook Large** (8 integrations) **EUR 8.000,-**
- › **Instagram Small** (4 integrations) **EUR 5.000,-**
- › **Instagram Large** (8 integrations) **EUR 8.000,-**

ONLINE PROMOTION WHATS APP PACKAGE

- › Specific brand integrations at Erzbergrodeo WhatsApp channel (app. 10000 subscribers)
- › **PRICE ON REQUEST**

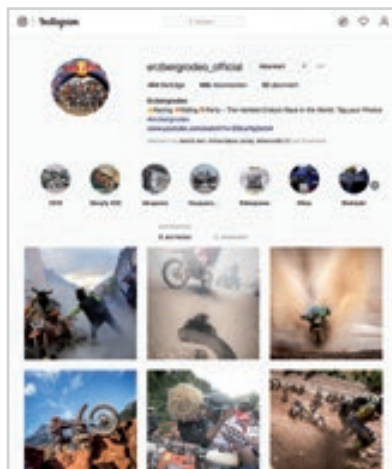
ONLINE PROMOTION ERZBERGRODEO.AT

- › Brand integration at the official event website
- › Strong exposure on front page
- › Integration in webdesign of specific areas (hosted by service)
- › **EUR 5.000,-**

ONLINE PROMOTION MOTORRADREPORTER.COM

- › Coop-promotion with media partner *motorradreporter.com*
- › Editorial content
- › Integration in webdesign of specific areas (hosted by service)
- › **PRICE ON REQUEST**

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PACKAGES COMPETITOR PROMOTION

PROMOTION RIDER PACKAGE

- › Enclosure of promotion material to the official rider package
- › Total ammount 1800 pcs.
- › Flyer, folder, product sampling, etc.
- › **EUR 5.000,-**

PROMOTION RIDER MAILINGS

- › Integration of promotional text/ advertising images in the official email notifications to all competitors and entourage
- › More than 4000 recipients
- › **EUR 5.000,-**

PROMOTION COMPETITOR SWEEPSTAKES

- › Target group orientated sweepstakes
- › Exclusively for Erzbergrodeo competitors
- › Announcement through rider mailings, press releases and via Erzbergrodeo facebook page
- › On site promotion by event announcer
- › Effectful prize-giving ceremony
- › **EUR 5.000,-**

BRANDING ENTRY TICKETS

- › Logo appearance on the woven fabric armbands of all competitors and entourage
- › Total ammount 4000 pcs.
- › **EUR 5.000,-**

BRANDING RACE OFFICE

- › Branding of Erzbergrodeo race office (permanent hotspot for all competitors and entourage)
- › Branding race office crew
- › **EUR 3.000,- (non exclusive)**

BRANDING TECHNICAL INSPECTION

- › Branding of technical inspection area (in course of the rider registration on Wednesday & Thursday)
- › Branding of inspection tent and crew
- › Logo appearance on inspection sticker (similar to inspection tag, needs to be placed visibly on each competition motorcycle)
- › **EUR 12.000,-**



PACKAGES VISITOR PROMOTION

PROMOTION TICKET PRE-SALES

- › Integration in the official entry ticket pre-sales at erzbergrodeo.at
- › Logo appearance on front page
- › Logo appearance on Print-at-Home tickets
- › **EUR 5.000,-**

PROMOTION PRODUCT SAMPLING

- › Distribution of product samples, promotional products, etc. to visitors
- › Inside the Erzbergrodeo Arena
- › Fixed / mobile promotion area or mobile teams of promoters
- › On site promotion by event announcer
- › **EUR 4.000,-**

PROMOTION VISITOR SWEEPSTAKES

- › Target group orientated sweepstakes
- › Announcement by press releases, radio- and TV-spots, erzbergrodeo.at and facebook
- › On site promotion by event announcer and additional editorial promotion in official event brochure
- › Effectful prize-giving ceremony
- › **EUR 5.000,-**

BRANDING ENTRY TICKETS

- › Logo appearance on all visitor entry tickets (day tickets, armbands)
- › Ammount 50000 pcs.
- › **EUR 5.000,-**

BRANDING SHUTTLE-BUS SERVICE

- › Branding of free-of-charge shuttle-bus service for all visitors
- › Branding of shuttle-busses
- › Branding of bus-stops
- › Branding of editorial information page in the official event brochure
- › **EUR 5.000,-**

BRANDING SPECTATOR POINTS

- › Name hosting & branding of spectator area at either Rocket Ride, Iron Road Prologue or Red Bull Hare Scramble
- › Spectator points are placed inside the pivoting range of TV cameras
- › On site promotion by event announcer
- › Integration in the visitor orientation maps
- › Name hosting of shuttle bus stop at the respective spectator point
- › **EUR 10.000,-**

BRANDING INFO-SERVICE

- › Name hosting and branding of the free-of-charge visitor information service
- › Branding of orientation maps
- › Branding of info-point inside the Arena
- › Branding of info-service crew
- › **EUR 15.000,-**



SYMBOLIC PHOTO

SYMBOLIC PHOTO

SYMBOLIC PHOTO

SYMBOLIC PHOTO

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EVENT ACTION



PACKAGES EVENT ACTION

EVENT ACTION BAG JUMP

- › Brand integration in spectacular visitor outdoor action event:
Bag Jump inside the Erzbergrodeo Arena
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**

EVENT ACTION ELECTRIC RODEO

- › Brand integration in spectacular visitor indoor action event:
Bull Riding Challenge at the beertent
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**

EVENT ACTION WHEELIE TRAINER

- › Brand integration in spectacular visitor action event:
Wheelie Trainer offers safe and crash-free exercising of motorcycle control and extended riding skills
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**

EVENT ACTION ZIESEL-RACE

- › Integration in official side event logo
- › Event moderation
- › Branding Action Arena
- › Branding rider bibs
- › Branding Ziesel vehicles
- › Social Media Package
- › **EUR 10.000,-**

EVENT ACTION FLYING FOX

- › Brand integration in spectacular visitor outdoor action event:
Flying Fox facility at Erzberg compound
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 15.000,-**

EVENT ACTION RALLYE TAXI

- › Brand integration in spectacular visitor action event:
co-driver in a full-blown Rallye Car
- › Integration in official side event logo
- › Branding of starting area / meeting point
- › GoPro cockpit-video for each participant
- › Event moderation
- › **EUR 15.000,-**

EVENT ACTION JET-SKI SHOW

- › Brand integration in spectacular show event at the Erzberg lake: Jet-Ski action show feat. Jet-Ski World Champions
- › Integration in official side event logo
- › Branding of event area
- › Event moderation
- › **EUR 10.000,-**

EVENT ACTION ERZBERG TOUR

- › Brand integration in spectacular visitor outdoor action event: exploring the amazing compound with offroad-vehicles (motorcycle, ATV/Quad)
- › Guided tour alongside the racetracks
- › Meet-and-Greet with prominent competitors
- › Integration in official side event logo
- › Branding of vehicles and tourguides
- › **EUR 10.000,-**

We gladly realize your individual event action idea efficiently.

Contact us for more detailed information about the various possibilities at the „Iron Giant“!

PACKAGES EXHIBITORS

PACKAGE PRODUCT SAMPLING

- › Distribution of product samples, promotional items, etc. to visitors
- › Inside the Erzbergrodeo Arena
- › Fixed / mobile promotion area or mobile teams of promoters
- › **FROM EUR 3.000,-**

PACKAGE EXHIBITION AREA

- › Outdoor area for product presentations and promotional activities
- › Size of exhibition area may vary individually
- › Placement at hotspots inside Erzbergrodeo Arena
- › On site promotion by event announcer
- › **FROM EUR 3.000,-**

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PACKAGES VENDOR-BOOTHS & FOOD STANDS

VENDOR-BOOTH CATEGORY A

- › Booth size up to 15 sqm (maximum length 5m)
- › Booth placed inside the Erzbergrodeo Arena
- › **EUR 1.900,-**

VENDOR-BOOTH CATEGORY B

- › Booth size up to 30 sqm (maximum length 6m)
- › Booth placed inside the Erzbergrodeo Arena
- › **EUR 3.200,-**

VENDOR-BOOTH CATEGORY C

- › Booth size up to 50 sqm (maximum length 8m)
- › Booth placed inside the Erzbergrodeo Arena
- › **EUR 4.400,-**

VENDOR-BOOTH CATEGORY D

- › Booth size up to 100 sqm (maximum length 12m)
- › Booth placed inside the Erzbergrodeo Arena
- › **EUR 7.500,-**

FOOD-STAND CATEGORY I

- › Coffee-to-go / Bistro
- › Booth size 3 x 3 meters
- › Including daily access for goods delivery
- › Food stand placed inside the Erzbergrodeo Arena
- › Electricity supply
- › **EUR 4.000,-**

FOOD-STAND CATEGORY II

- › Snacks & Fast Food stand
- › Booth size 5 x 5 meters
- › Including daily access for goods delivery
- › Food stand placed inside the Erzbergrodeo Arena
- › Electricity supply
- › **EUR 6.500,-**

FOOD-STAND CATEGORY III

- › Food stand
- › Booth size app. 50 sqm
- › Including daily access for goods delivery
- › Food stand placed inside the Erzbergrodeo Arena
- › Electricity supply
- › **PRICE ON REQUEST**

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OFFERS PRINT ADVERTISING

ERZBERGRODEO EVENT BROCHURE

The 184-pages event brochure contains all informations about the event! Beside important safety instructions and site maps, the brochure presents the history of Erzbergrodeo, infos of each single race & side event, biographies of all top riders, top offroad bikes and the entire list of all competitors!

The high-grade, glossy printed brochure is handed out to all competitors and spectators for free.



- › Format A5
- › 184 pages
- › 45000 copies

EVENT BROCHURE ADVERTISEMENTS

- › Double page spread **EUR 3.500,-**
- › Full page U4 **EUR 3.500,-**
- › Full page **EUR 2.500,-**
- › Half page **EUR 2.000,-**
- › Quarter page **EUR 1.200,-**

EVENT BROCHURE EDITORIALS

- › Editorial report matched to clients requirements
- › Text and pictures provided by client
- › Placement matching to the editorial content
- › Professional layout design matching brochure's graphic design
- › **PRICES SEE ADVERTISEMENTS**

EVENT BROCHURE VOUCHERS & ENCLOSURES

- › Printable PDF-files provided by client (graphic elaboration by the Erzbergrodeo's graphic design departement on request)
- › Vouchers/brochures can be enclosed or directly integrated in the print production
- › **PRICES ON REQUEST**

ERZBERGRODEO EVENT POSTER & FLYER

The Erzbergrodeo's event poster is regarded a cult item by actionsports fans and graces motorcycle club houses, garages and even living rooms all over the world.

The posters and flyers are displayed at all ticket sales offices, at renowned motorcycle dealerships and at the Ferien-Messe Wien. A limited ammount of posters is available during and after the event at the official Erzbergrodeo Merchandise Store.



POSTER & FLYER LOGO INTEGRATION

- › Placement of logo at poster & flyer
- › Integration as main sponsor logo or inside logo strip
- › **PRICE ON REQUEST**

EVENT POSTER

- › Format A1
- › 4000 copies

EVENT FLYER

- › Format A5 (double sided print)
- › 15000 copies

INCENTIVES & COMPANY EVENTS

Company trip, brand incentive or customer retention event: the **Erzbergrodeo Company Packages** offer exclusive VIP-treatment, maximum action and an unforgettable experience for your employees and clients at the world's biggest motorcycle offroad event!

All packages available for groups bigger than 10 PAX. Groups are managed by race promoter.

2-DAYS PACKAGE DIAMOND COMPANY

- › 2 days VIP Diamond access
- › Welcome at the VIP Lounge
- › VIP Parking
- › VIP Shuttle-Service from / to hotel
- › Helicopter Flight
- › Haully Ride
- › Action Tour
- › Guided ATV / motorcycle tour
- › Reserved area at the VIP Lounge
- › Exclusive company dinner at the VIP Lounge
- › Meet & Greet with top riders and Erzbergrodeo race promotor
- › Erzbergrodeo Backstage Tour (behind the curtains of the mega-event)
- › Free entry on all event days
- › **EUR 1.200,- per PAX**

1-DAY PACKAGE PLATIN COMPANY

- › 1 day VIP Platin access
- › Welcome at the VIP Lounge
- › VIP Parking
- › Guided ATV / motorcycle tour
- › Meet & Greet with top riders and Erzbergrodeo race promotor
- › Erzbergrodeo Backstage Tour (behind the curtains of the mega-event)
- › Free entry on all event days
- › **EUR 800,- per PAX**
- › Helicopter Flight
- › Haully Ride
- › Action Tour

1-DAY PACKAGE GOLD COMPANY

- › 1 day VIP Gold access
- › Helicopter Flight
- › Haully Ride
- › Action Tour
- › Meet & Greet with top riders and Erzbergrodeo race promotor
- › Erzbergrodeo Backstage Tour (behind the curtains of the mega-event)
- › Free entry on all event days
- › **EUR 590,- per PAX**

1-DAY PACKAGE COMPANY

- › 1 day VIP access
- › Haully Ride
- › Action Tour
- › Meet & Greet with top riders and Erzbergrodeo race promotor
- › Erzbergrodeo Backstage Tour (behind the curtains of the mega-event)
- › Free entry on all event days
- › **EUR 390,- per PAX**

WORLD XTREME





ENDURO SUPREME

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