



**Saturday July 22, 2023 at
Rad Torque Raceway**

**Car Show 8:00am- 4:00pm
Racing 11:00am - 7:00pm**

The Edmonton Mopar Association is proud to hold the third annual Western Mopar Madness. This family friendly all ages event is a showcase of all things Mopar, past and present. This one day summer event also includes a Vendors Market, food, fun and more. For more information go to www.emawmm.com



WESTERN CANADA'S LARGEST ALL MOPAR SHOW & RACE

WESTERN MOPAR MADNESS

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There's nothing better than a car show on a hot summer day. The gleam of the polished cars, the smell of burnt rubber and high octane fuel. The sound of revving engines a sweet symphony for both the young and the old. On July 22, Let us take you back.. back to a simpler time.. when muscle was king, and Mopar's ruled the streets!

OUR EVENT - WESTERN MOPAR MADNESS 2023

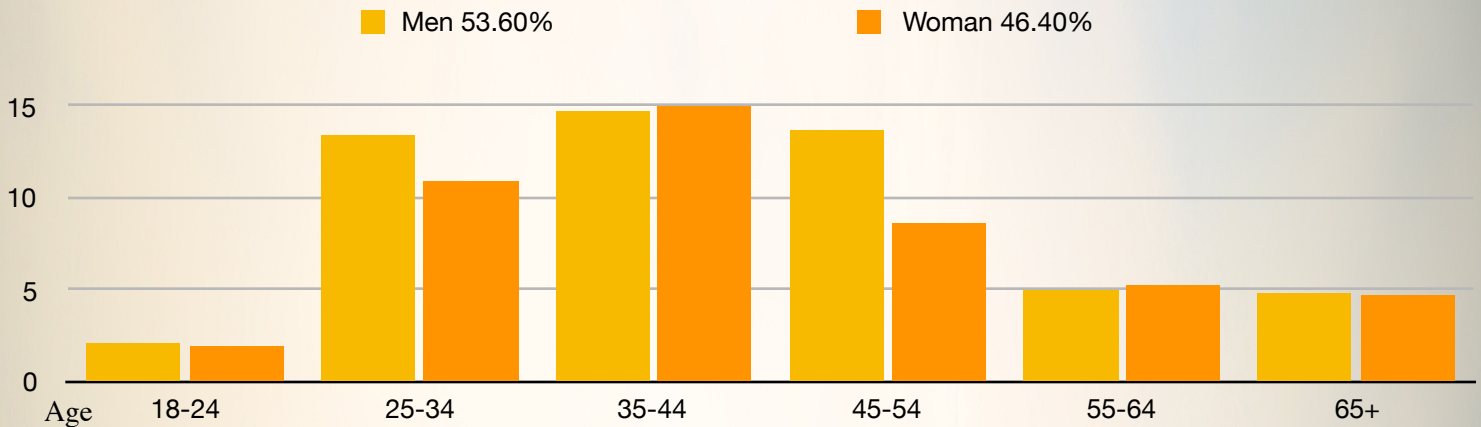
THE EDMONTON MOPAR ASSOCIATION IS PROUD TO HOLD THEIR ANNUAL WESTERN MOPAR MADNESS AT RAD TORQUE RACEWAY ON SATURDAY JULY 22, 2023. THIS IS WESTERN CANADA'S LARGEST ALL MOPAR CAR SHOW AND RACE. THIS FAMILY FRIENDLY ALL AGES EVENT IS A SHOWCASE OF ALL THINGS MOPAR FROM THE PAST AND PRESENT. THIS ONE DAY SUMMER EVENT INCLUDES THE CAR SHOW FROM 8 AM TO 4 PM, RACING FROM 11 AM TO 7 PM, VENDORS MARKET, SWAP MEET, FOOD, FUN AND MORE.



OUR EVENT AUDIENCE

Imagine the opportunity to be showcased in front of automobile enthusiasts. These are people who appreciate vehicles, are interested in restoring, retrofitting and/or upgrading vehicles and budget money to pursue this passion. Although this is a MOPAR event, our audience and attendees are not dedicated to one brand alone. This family friendly event reaches a great demographic mix.

AUDIENCE



LOCATION

EDMONTON, AB, CANADA	38%
LEDUC, AB, CANADA	25%
SHERWOOD PARK, AB, CANADA	3.5%
CALMAR, AB, CANADA	2.7%
BEAUMONT, AB, CANADA	2.6%
FORT MCMURRAY, AB, CANADA	2.6%
CALGARY, AB, CANADA	2.2%
WETASKIWIN, AB, CANADA	2.1%
SAINT ALBERT, AB, CANADA	1.9%











THE MARKETING CAMPAIGN

We are an easily identified brand based event with strong brand partners, and we implement an integrated campaign strategy starting in January and running until our July event. We combine a visually compelling social media campaign, combined with traditional advertising through our Media Sponsors, to build an engaged audience and attendance in excess of 2,500 people each year.

DISCOVERY

 Reach	377,865
 Engagement	29,095

INTERACTIONS

 Reactions	4,946
 Comments	873
 Shares	320
 Photo views	3,608
 Link clicks	12,191



SPONSORSHIP OPPORTUNITIES

We have worked hard to create value packed sponsorship packages that help us build strong brand partners for our event.

Title Sponsor: Taken for 2023 - \$6500

With your sponsorship you will receive

- 10 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 10 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event

Gold Sponsor: \$3500- 10 available

With your sponsorship you will receive

- 6 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 7 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event

Bronze Sponsor: \$1500 - 10 available

With your sponsorship you will receive

- 3 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 3 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Posters and other publications
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event

Platinum Sponsor: \$5000 - 5 available

With your sponsorship you will receive

- 8 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 8 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event

Silver Sponsor: \$2500 - 10 available

With your sponsorship you will receive

- 4 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 4 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Posters and other publications
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event

Brass Sponsor: \$750 - 50 available

With your sponsorship you will receive

- 2 General Admission Day Passes for advertising/
give away to promote your attendance at show
- Additional of 2 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Facebook page advertising
 - EMA/WMM Website
 - Recognition on Sponsorship Board at event

Donation: \$250

With your donation you will receive

- Recognition on Sponsorship Board at event



SPONSORSHIP OPPORTUNITIES SUMMARY

- VIP Passes will provide full access to the facility, preferred seating, special awards
- All Sponsorships will receive a Not-For-Profit receipt from the EMA and all sponsors signed up and deposit of 75% paid by February 28, 2023 will be guaranteed on ALL advertising, publications, and promotions. Final payment must be received by March 31, 2023. Note that the Edmonton Mopar Association is not a registered charity.
- Option to have promotional item in the goodie bags (approx. 500 goodie bag) for the show participants, items will need to be received with the final payment on March 31, 2023
- Wrist bands will be given for employees working your booth. Employees are responsible for the set up, manning and tear down of your booth.
- Discounted ticket prices for Sponsors and Vendors.
- The EMA will need a digital copy of your company logo and permission to use for advertising purposes as we see fit. Digital File types need to be CDR, AI, EPS or PNG,

FOR ANY SPONSORSHIP REQUESTS, PLEASE CONTACT;

Ed Holland eholland099@gmail.com (780) 446-1272

John Van Ginkel info@emawmm.com (780) 986-4484

Jeff Symic treasurer@emawmm.com (780)-940-8940

For more show information please visit our website www.emawmm.com

