



**WESTERN
MOPAR
MADNESS.CA**



**Saturday July 25th, 2026 at
Rad Torque Raceway**

**Car Show 8am - 4pm
Racing 10am - 6pm**

The Edmonton Mopar Association is proud to hold their 6th 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.ca

WESTERN CANADA'S LARGEST ALL MOPAR SHOW & RACE

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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 25th, 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 2026

THE EDMONTON MOPAR ASSOCIATION IS PROUD TO HOLD THEIR ANNUAL WESTERN MOPAR MADNESS AT RAD TORQUE RACEWAY ON **SATURDAY JULY 25TH, 2026**. 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 10 AM TO 6 PM, VENDORS MARKET, VIP, FOOD, FUN AND MORE.



OUR EVENT AUDIENCE

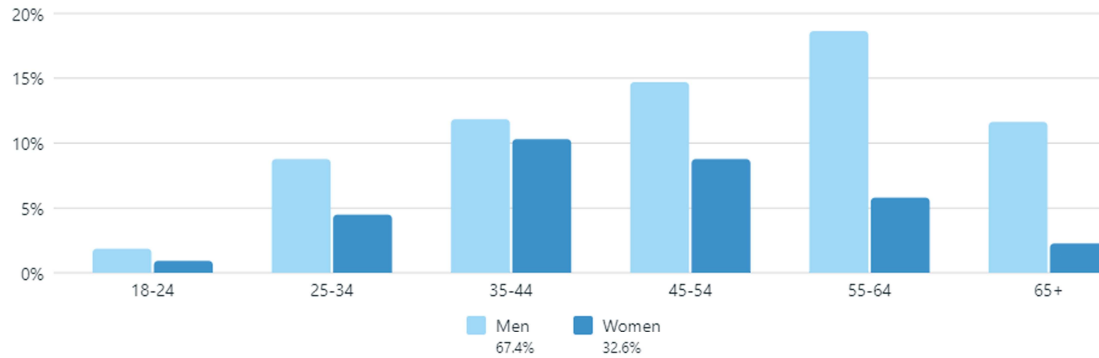
Imagine the opportunity to be showcased in front of automobile enthusiasts. These are people who appreciate vehicles, are interested in restoring, retrofitting and/or upgrading vehicles and budget money to pursue this passion. Although this is a MOPAR event, our audience and attendees are not dedicated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

Followers

Lifetime

1,818

Age & gender



Top cities

Edmonton, AB, Canada



Calgary, AB, Canada



Red Deer, AB, Canada



Sherwood Park, AB, Canada



Spruce Grove, AB, Canada



Top countries

Canada



United States



Mexico



Nigeria



Belgium





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

 Post reach	125,933
 Post engagement	13,114
 New Page likes	130
 New Page Followers	268

Interactions

 Reactions	2,405
 Comments	178
 Shares	89
 Photo views	389
 Link clicks	3,561

Sponsorship Opportunities

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

Title Sponsor: - \$6500

With your sponsorship you will receive

- 14 General Admission Day Passes for advertising/
give away to promote your attendance at show
- 10 VIP Passes – Exclusive Parking, VIP Areas and Meal
- Additional option of 14 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications (subject to timing)
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event
 - Sponsorship in 2027 EMA Calendar

Gold Sponsor: \$3500- 10 available

With your sponsorship you will receive

- 8 General Admission Day Passes for advertising/
give away to promote your attendance at show
- 6 VIP Passes – Exclusive Parking, VIP Areas and Meal
- Additional option of 8 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications (subject to timing)
 - 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

- 4 General Admission Day Passes for advertising/
give away to promote your attendance at show
- 2 VIP Passes – Exclusive Parking, VIP area and Meal
- Additional option of 4 Day Passes at a reduced cost
- Additional VIP passes for purchase at reduced cost
- Sponsorship Advertising which includes
 - Posters and other publications (subject to timing)
 - 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

- 10 General Admission Day Passes for advertising/
give away to promote your attendance at show
- 8 VIP Passes – Exclusive Parking, VIP Areas and Meal
- Additional option of 10 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Large Vendor area
 - Posters and other publications (subject to timing)
 - Facebook page advertising
 - EMA/WMM Website
 - Event T-shirt Memorabilia
 - Recognition on Sponsorship Board at event
 - Sponsorship in 2027 EMA Calendar

Silver Sponsor: \$2500 - 10 available

With your sponsorship you will receive

- 6 General Admission Day Passes for advertising/
give away to promote your attendance at show
- 4 VIP Passes – Exclusive Parking, VIP Areas and Meal
- Additional option of 6 Day Passes at a reduced cost
- Sponsorship Advertising which includes
 - Small Vendor Area
 - Posters and other publications (subject to timing)
 - 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 VIP Passes- Exclusive Parking VIP Area and Meal
- Sponsorship Advertising which includes
 - Facebook page advertising
 - EMA/WMM Website
 - Recognition on Sponsorship Board at event

Donation: \$250

With your donation you will receive

- 2 General Admin Day Passes
- Recognition on Sponsorship Board at event



Sponsorship Opportunities Summary

- VIP Passes will provide full access to the facility, preferred seating, and access to the VIP lounge and lunch
- All Sponsorships will receive a Not-For-Profit receipt. The Edmonton Mopar Association is not a registered charity.
- Sponsors signed up and deposit of 75% paid by **February 28, 2026** will be guaranteed on ALL advertising, publications, and promotions within their sponsorship level. Final payment must be received by **March 31, 2026**.
- Sponsors that have not confirmed prior to February 28th will be added to print publications and posters on a best efforts basis and subject to timing of printing
 - Option to have promotional item in the goodie bags (approx. 250 goodie bag) for the show Participants, items will need to be received by **May 31, 2026**
- For Sponsors that have a vendor booth within their sponsor level, wrist bands will be given for employees working your booth. Employees are responsible for the setup, manning, and tear down of your booth.
 - Discounted ticket prices for Sponsors and Vendors.
 - Discounted VIP 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;

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

