

# TREAD



# 2022

## EVENT SERIES

**EVENT**  
**STREAMING**



**Spend 2022 where aftermarket auto buyers will see you!**

**69%** of our audience will buy truck parts or products in the next 90 days.

**43%** build custom trucks for national shows.

**Budget now and choose later.**

You can secure a year's worth of events at a discount and choose your events later. You get the choice, and you also get the event coverage.

**2022 at your own discretion.**

## TREAD 2022 Events Calendar

### King of the Hammers

**Johnson Valley, CA** | Jan 27 - Feb 5, 2022

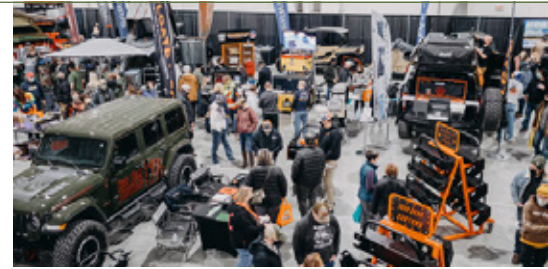
This week-long event includes race classes for a variety of 4WD vehicles, including the culminating Ultra4 race of the series. Known as the "toughest one-day off-road race on the planet", King of the Hammers draws crowds upwards of 60,000 people. Tread takes you into the pits and brings its audience a behind the scenes look of KOH from Hammertown to the races and beyond.



## Midwest Overlanding & Off Road Expo

**Springfield, MO** | April 8 -10, 2022

Known for being the midwest's only indoor event for adventure travel enthusiasts, M.O.O.R.E brings together camping, adventure motorcycling, off roading, powersports, kayaking, hiking, survival amenities and more under one roof. Vehicle builds, product releases and company interviews highlight Tread's coverage.



## Easter Jeep Safari

**Moab, UT** | April 9 -17, 2022

Easter Jeep Safari (EJS) originally started in 1967 and still brings the masses to Moab each spring. Now organized by Red Rock 4-Wheelers, attendees spend the week exploring Moab on organized trail runs and visiting the vendor show. The vendor exposition features over 130 4x4 manufacturers from around the country. Hit the trails with Tread and dive deeper with products and concept vehicles.



## Overland Expo West

**Flagstaff, AZ** | May 20-22, 2022

Touted as "the premier overlanding event series in the world" Overland Expo brings in top-notch experts to teach classes and run demonstrations. From beginners to the hobby to those exploring for many years, there is something for all who enjoy adventure vehicle travel. Tread brings product releases, vehicle builds on display & more.



## Overland Expo Mountain West

**Loveland, CO** | Aug 26-28, 2022

The Overland Expo event series has extended into the Rockies with Overland Expo Mountain West. This event brings in those vendors who are unable to make the trek to Flagstaff or want to expose themselves to consumers in the PNW and surrounding areas. Successful in 2021, thousands of overlanders from around the world attend to get educated, participate in activities.



## Trail Hero

**Hurricane, UT** | Oct 3-8, 2022

Trail Hero is a week long event with 5 days of guided trail runs through Sand Hollow State Park in Hurricane, Utah. Going into their 7th year, Trail Hero has been building steam and excitement in the off-road community. This all-inclusive event welcomes all vehicles with 4WD from Jeeps to trucks to off-road buggies.



## Overland Expo East

**Arrington, VA** | Oct 7 -9, 2022

Located in the heart of the Blue Ridge Mountains near George Washington and Jefferson National Forests, Overland Expo East gathers like-minded adventure enthusiasts together for three days of overlanding education, vendors and community. With over 200+ exhibitors from companies representing adventure moto, international travel and adventure vehicles.



## Rendezvous in the Ozarks

**Ozark National Forest, AR** | Oct 13-15, 2022

A great way to explore the Ozarks in the fall, Rendezvous in the Ozarks rounds up enthusiasts to trail ride during the day and camp out at night. Attendees can attend the full three days at Byrd's Adventure Camp. Trails are available for every level of experience and vehicle build.



## Northwest Overland Rally

**Plain, WA** | Oct 16-19, 2022

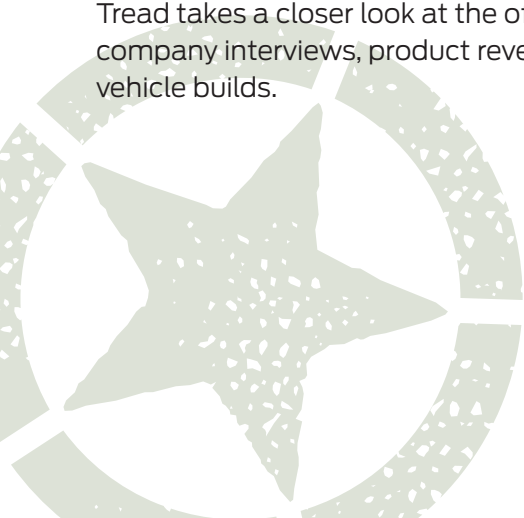
Northwest Overland Rally returns this year in Plain, WA. Attendees spend three days camping amongst their peers and have the opportunity for trail rides, to win prizes and attend training classes to build new skills and knowledge. This camp-on-site event brings influencers, international travelers, and the local community together.



## SEMA 2022

**Las Vegas, NV** | Nov 1-4, 2022

SEMA Show brings together all things automotive over a 4-day period at the Las Vegas Convention Center. This trade-only event provides aftermarket manufacturers the opportunity to showcase new products coming to market the following year. Auto manufacturers reveal concept builds while thousands walk the halls to see what's to come from the automotive aftermarket industry. Tread takes a closer look at the off-road and overland market with company interviews, product reveals and noteworthy sponsored vehicle builds.



# Annual Sponsorship Packages

## Standard Package » **\$7,500**

- Your logo stays on-screen during the event stream, rotated alongside other sponsors
- Your video ads play during down times in the stream
- Chance for at least a 3-minute interview with your rep during the stream
- Your company receives mention in all promotional posts

## Custom 5-Minute Interview Package » **\$7,500**

or

## Custom 15-Minute Interview Package » **\$12,500**

- You get 5 or 15 minutes to talk with our staff at your booth—you choose the topic, product, project, or anything else that'll convince our followers that your brand is the one they should buy from
- You choose the topics and discuss it with our reps prior to recording
- You decide if you'd rather our staff discuss your brand without your rep
- Your logo appears on-screen during our social media replays (your company is tagged in those posts)
- You receive the interview video file after the show
- Your interview appears to over 1 million viewers via our social media, YouTube, and other outlets

## Standard + Highlights & Web Article Package » **\$25,000**

- You receive the whole STANDARD package

PLUS:

- Your logo appears on all event highlight videos (and social posts) for a month after the event. These posts see 2-10x more eyes than the streams themselves
- Your company and product receives a written profile by Tread staff, posted on TreadMagazine.com and promoted via social media

## Standard + Social Campaigns Package » **\$35,000**

- You receive the whole STANDARD package

PLUS:

- You pick the content for 3 Facebook posts for our thousands of followers
- You pick the content for 3 Instagram Story posts for our thousands of Instagram followers
- You receive 2 "New Product" placements in our weekly Tread newsletter

# Annual Sponsorship Packages

## Presented By Package » **\$50,000**

- “Event Stream Presented by [YOUR BRAND],” plus your logo, stays on screen at all times
- Your company name will be part of all promotions before and during the event
- Your video ad plays during down times in the stream
- Your brand receives 2X the ad spots compared to other sponsors
- The chance for 3 separate 3-minute interviews with your rep at the venue
- Your name appears in our weekly Tread newsletter, during all event promotions
- “Event Stream Presented by [YOUR BRAND]” will appear in the print and web event recap articles
- You pick the content (your newest sale or part) for 5 promotional posts through Tread social media, unrelated to the event

*Note: Streams will be live when service allows. Whenever service doesn't allow, the event stream will be posted the following day during optimal viewing times.*



For more details, please contact:

**Gabe Frimmel** – Ad Sales Director

Ph: **800-332-3330 Ext.1930**

Email: [gfrimmel@engaged.media](mailto:gfrimmel@engaged.media)

TREAD Magazine | [TreadMagazine.com](http://TreadMagazine.com)