

# **MINESE MEADOWS X**



**2023 SPONSORSHIP PROGRAM**

PREPARED FOR





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# WHAT IS MINES AND MEADOWS? – OPPORTUNITY



Rolling into our 15th season, Mines & Meadows ATV/RV Resort continues to provide a safe and enjoyable location for off-roaders. We offer much more than just a trail riding experience. Over the years we have provided everything from a UPMC sponsored paraplegic riding program, to introducing the youth into the experience of ATV riding through our PA DCNR / ASI Safety Training Certification Program. We are a family oriented riding community through and through, and that is sure to bring a smile to any age.

Our premier ATV, dirt bike, and side by side facility has the only underground riding in the Northeast! We offer off-road enthusiasts in Western Pennsylvania and Eastern Ohio a truly unique experience that nobody else has to offer. With over 85 miles of recreational trails on 870+ acres of land, we cover the full spectrum of riding skills from beginner through advanced. We have recently revamped more than 8 miles of single track (dirt bike only) trails that will test even the most experienced riders. While our trails do provide tremendous challenges, we work hard to keep them groomed for safety. What really sets Mines & Meadows apart however is our underground riding through abandoned limestone mines! These mines provide matchless thrills with underground lakes, total darkness, numerous surprises and a rich history that will help make each journey unforgettable.

As we move forward on our journey over the next 10 years of service to the riding community, we would like to ask that you consider coming back for our 2023 season as a Corporate Sponsors. As you know, sponsors not only receive strategic on-site advertising at our facility and ad space in our 2023 Ride Program, but also positive media attention during all of our events and constant attention on our ever growing social media sites. We are sure that our wonderful partnership that we have built over the past several years will continue to flourish for the both of us.

Please see a list of our 2023 events calendar on the following page.





# MINESEXP MEADOWS

# 2023

## Event Schedule

DATE

EVENT

FOOD VENDOR

SPONSOR

MAR 13 THRU APR 6  
 APRIL 8  
 APRIL 9  
 APRIL 10 THRU 27  
 APRIL 28-30  
 MAY 6  
 MAY 14  
 MAY 26 - 29  
 JUNE 3-4  
 JUNE 10  
 JUNE 18  
 JUNE 30 - JULY 4  
 JULY 21-23  
 AUGUST 12  
 SEPTEMBER 1-4  
 SEPTEMBER 23  
 OCTOBER 9  
 OCTOBER 21-29  
 OCTOBER 21-22  
 OCTOBER 29  
 NOVEMBER 10-12  
 NOVEMBER 18  
 NOVEMBER 24  
 NOV 25 THRU DEC 25  
 DECEMBER 26

CLOSED TO THE GENERAL PUBLIC  
 HAUL'IN EGGS  
 EASTER FAMILY FUN DAY  
 CLOSED TO THE GENERAL PUBLIC  
 OPENING WEEKEND  
 CINCO DE MAYO  
 MUDDY MOMS  
 MEMORIAL WEEKEND KICKOFF  
 YAMAHA DEMO RIDES  
 GOLD MEMBER PARTY  
 FUN WITH FATHERS  
 RIDE, WHITE & BLUE 4TH OF JULY  
 SUMMER THROWDOWN  
 M&M ANNUAL POKER RUN  
 LABOR DAY EXTRAVAGANZA  
 RAFFLE DAYS  
 COLUMBUS DAY RIDE & SUPER SALE  
 M&M FALL FESTIVAL DAYS  
 PUMPKIN HUNT  
 M&M COSTUME CONTEST  
 VETERAN'S DAY RIDE  
 TURKEY RUN  
 BLACK RIDE'AY  
 CLOSED TO THE GENERAL PUBLIC  
 OPEN FOR WINTER SEASON

C & M CONCESSIONS  
 C & M CONCESSIONS  
 YO MOMMA'S KITCHEN  
 WHAT'S GRANDPA SMOKING BBQ  
 CHEEZE LOUIZE  
 AL'S PIZZA AND C & M CONCESSIONS  
 PENN TOWN DOGS  
 PRIVATE CATERED (MEMBERS ONLY)  
 DEANO'S DELIGHTS  
 C & M CONCESSIONS AND CHEEZE LOUIZE  
 PENN TOWN DOGS & YO MOMMA'S KITCHEN  
 CHEEZE LOUIZE  
 CHEEZE LOUIZE  
 WHAT'S GRANDPA SMOKING BBQ & PENN TOWN  
 NO VENDOR  
 (SEE EXACT DATES)  
 CHUBBY'S PIZZA WAGON & DEANO'S DELIGHTS  
 PENN TOWN DOGS  
 CHEEZIE LOUIZE  
 C & M CONCESSIONS  
 CHEEZIE LOUIZE





# WHY SHOULD YOU WORK WITH US?



We are ready for another resounding year here at Mines and Meadows and we feel that you continue to be an ideal fit for our customer base. Our facility is rapidly growing and we want to keep you as part of this winning team!

## **MINES AND MEADOWS FACTS**

In the recent years, Mines & Meadows has been taken over by new management. Mr. Jarett Svihra is now managing the facility, and he is transforming it to reach new heights!

- Record breaking single day attendance multiple times in 2023 with 600+ riders.
- Record breaking month attendance in September 2023 with 5,376 riders.
- Record breaking attendance in 2020 and 2021.
- 2021 we created a new image to our check-in facility, paved the entire facility, added handicap parking, added a designated food truck area and atv parking.
- Huge remodeling of check-in facility with outdoor fireplace, pavilion, upgraded souvenir shop, and the addition of Trailhead Powersports in 2018.
- Powersports store expansion completed in 2021, doubled in size and added TV lounge area.
- Over 13,000 unique check-ins in 2015, over 17,000 unique check-ins in 2016, 25,000+ unique check-ins in 2017, 2018 and 2019, 30,000+ unique check-ins for 2020. 35,000+ unique check-ins for 2021 and 2022.
- Over 700,000 website visits per year and growing year over year.
- Continued popularity increase on social media.
  - 32,000+ followers on facebook heading into 2023, and counting.
  - Weekly post reach of at least 75,000.
- 222 acre expansion in 2017.
- New Rental Facility in 2019, added to the fleet in 2021, adding more units in 2022.
- 2020 \$390,000 DCNR grant awarded for 100 acre expansion.





# WHAT YOU WILL BE A PART OF



## A TRULY BEAUTIFUL RESORT



## UNDERGROUND ADVENTURES



## ADVENTUROUS EVENTS



## ALL DAY ENTERTAINMENT





# WHAT YOU WILL BE A PART OF



## A GROWING RIDING FAMILY



## MUD, MUD & MORE MUD BOGS



## EVENTS FOR EVERYONE



## YEAR LONG FUN



## +GREAT TRAILS





# WHERE WILL YOU SEE YOUR BRAND?



Upper level sponsorship packages include plentiful advertising for your company, below are examples of opportunities.

## Naming rights to trail divisions.

Trail division naming rights will be denoted by naming certain trails after your company. The park will be divided into four sections and sponsors will have the opportunity to take the naming rights for a certain trail division.

## Naming rights to designated rest stops.

Throughout the trails in several spots we will be installing rest areas. These areas will include rain shelters, picnic tables, trash cans, and a billboard to advertise your company as you please.

## Entry Banners.

High level sponsors will gain access to display their logo on our welcome banners at the entrance of the park.

## Hillside Flags.

All sponsorship members 400cc and up will be given the option to have a flag displayed along the parking lot hillside.

## Website Exposure.

All sponsor logos will be placed on our web pages. Higher level sponsors will receive a larger logo display.

## Print Ad placement on premise.

Sponsors will be given permission to display their advertising literature, menus, or rack cards within our office areas.

## Flexible Options.

Sometimes two heads are better than one. If you have an idea or you don't see an option for you, we are open to creative ideas.



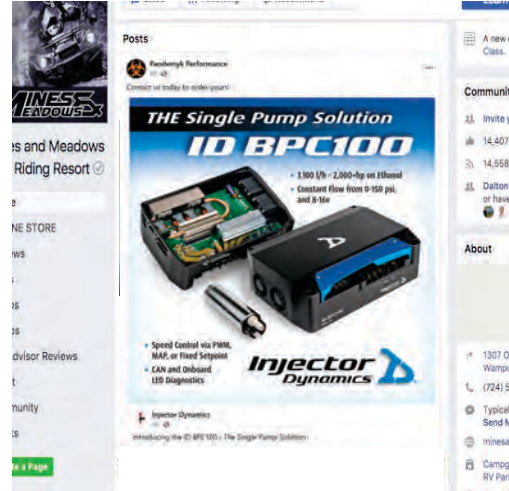
# WHERE WILL YOU SEE YOUR BRAND?



## NAMING RIGHTS TO TRAIL DIVISIONS



## SOCIAL MEDIA 40K+ FOLLOWERS FOR SHARING



## NAMING RIGHTS TO DESIGNATED REST STOPS





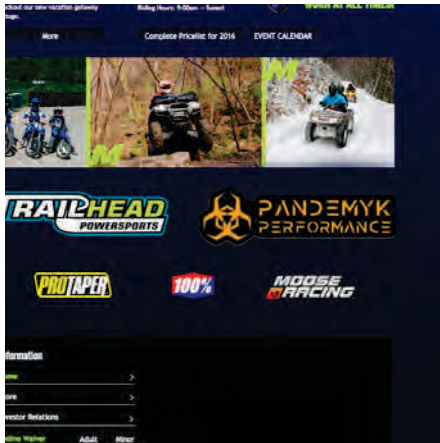
The 50+ page Mines and Meadows Ride Guide Program will once again be distributed to each sponsor and to all customers checking into our facility. Depending on your sponsor level you will be given an eighth page up to a full page ad. You're not going to want to miss this chance, with a guaranteed 20,000+ distribution, your brand will surely be seen time and time again.



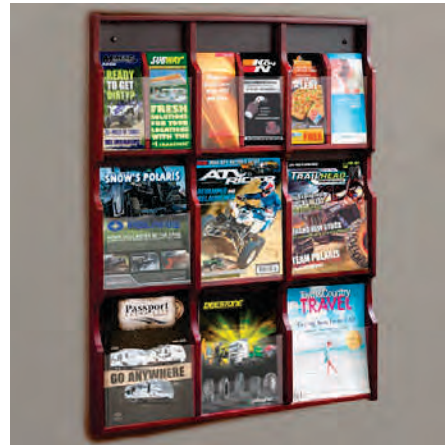
# WHERE WILL YOU SEE YOUR BRAND?



## WEBSITE EXPOSURE



## PRINT AD PLACEMENT ON PREMISE



## HILLSIDE FLAGS





# HOW CAN YOU GET INVOLVED? – SPONSORSHIP PACKAGES



AMOUNT CONTRIBUTED	\$1000	\$2000	\$6000	\$9500	\$12000
PACKAGE LEVEL >>	100 CC	250 CC	400 CC	700 CC*	1000 CC*
NAMING RIGHTS TO TRAIL DIVISIONS					☉
NAMING RIGHTS TO A MINES & MEADOWS EVENT				☉	☉
PARTICIPATION AT MINES & MEADOWS EVENTS				☉	☉
NAMING RIGHTS TO DESIGNATED REST STOPS				☉	☉
HILLSIDE FLAGS			☉	☉	☉
SOCIAL MEDIA SHARES		☉	☉	☉	☉
RIDE GUIDE PRINT AD (20,000 DIST.)	1/4 PAGE	1/3 PAGE	1/3 PAGE	1/2 PAGE	FULL PAGE
LOGO ON WEBSITE AND ADVERTISING MATERIAL	SMALLEST	SMALL	MEDIUM	LARGE	LARGEST
SHOUT-OUTS DURING EVENTS	☉	☉	☉	☉	☉
ON-SITE LITERATURE DISPLAY.	☉	☉	☉	☉	☉
SINGLE GOLD MEMBERSHIPS			x1	x2	x3

Contributions are a one year commitment, an annual renewal of your sponsorship will be necessary to remain an active sponsor.

\*700cc and 1000cc sponsor packages are a 3 year commitment.







2020 & 2021 were very trying years for all of America. 2023 was definitely better! Here at Mines and Meadows we are so glad that we were able to provide an outdoor escape during these hard times. There are many new riders that came into the industry these past few years, and we are expanding to handle the attendance explosion. We already did a lot this past year, but here is a peak at our 2023 expansion plans.

## **FUTURE PROPOSALS**

- 2023 Adding more machines to our Rental Fleet.
- 2023 Adding 3 miles of trails to existing properties.
- 2023 Campground Expansion.
  - 1/2 mile electric expansion - COMPLETED
  - Adding 42 - electric RV sites
  - Adding 20 - primitive camping sites
  - Additional cabins
  - Adding pavilions, cement corn hole board tournament area, 2nd children's play zone
- 2020 DCNR Grant awarded towards the purchase of 100 acre expansion which will be added in 2023.
- Currently working on 450 acre loop expansion around Pitt International Race Complex.
- Hosting larger, exclusive events (mud bog competitions, races, rock scrambles, live music, etc.)
- Additional recreational activities, walking mine tours, underground events and indoor lounge with party room!
- We're just getting started! Jump on and ride along!

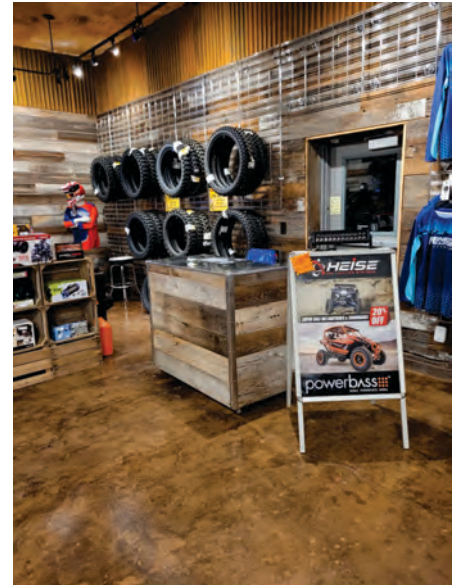




# 2021/2022 COMPLETED PROJECTS



## STORE AND LOUNGE ADDITION



## CHECK-IN PAVING PROJECT



# SPONSORSHIP PACKAGE AGREEMENT



This trade agreement applies to Mines and Meadows 2023 ONLY. This agreement will not auto-renew and will need to be agreed to each year unless otherwise specified by sponsorship package.

1

Please complete all information.

Publication/Event/Association/Company:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

Ad material contact.

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

2

Indicate your desired agreement package.

- 100cc package  
\$1000  
-x1 Single Gold Memberships  
-On-Site literature display  
-Event shoutouts  
-Display on website and literature
- 250cc package  
\$2000  
-x1 Single Gold Memberships  
-On-Site literature display  
-Event shoutouts  
-Increased display on website and literature
- 450cc package  
\$6000  
-x2 Single Gold Memberships  
-On-Site literature display  
-Event shoutouts  
-Increased display on website and literature  
-Hillside flags
- 700cc package  
\$9500  
-x3 Single Gold Memberships  
-On-Site literature display  
-Event shoutouts  
-Display on website and literature  
-Hillside flags  
-Naming rights to rest areas  
-1/2 Page in 2021 Ride Guides  
-Participation at Events
- 1000cc package  
\$12,000  
-x4 Single Gold Memberships  
-On-Site literature display  
-Event shoutouts  
-Increased display on website and literature  
-Hillside flags  
-Naming rights to rest areas  
-Naming rights to trail divisions  
-Full Page in 2021 Ride Guides  
-Participation at Events
- Custom Package

Mines and Meadows use only: Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_

