



JEEPS.[®] WE LOVE THEM.

In fact, we can't get enough of them. So, after a decade of creating amazing running events throughout Virginia's Shenandoah Valley and Rockfish Valley, we decided to scratch another itch – JEEP events.

We launched LIVE BOLD JeeperFest at Bold Rock Cidery in 2021 to celebrate Extreme Terrain's Go Topless Day[®]. The inaugural event had over 100 Jeeps mustered in the picturesque meadows of Bold Rock Cidery in beautiful Nellysford, Virginia.

In 2022, we doubled the size and in 2023 and 2024, we tripled it, and sold out in a matter of days. We expect the same enthusiasm for 2025!

Go Topless Day is a worldwide tradition for the Jeep community to celebrate the start of Spring by taking off their Jeep tops. More than 499 events took place worldwide in 2024 - events ranged from trail cleanups to Jeep parades to show-and-shines.

A portion of the 2025 proceeds will benefit a local nonprofit organization. For each Go Topless Day event that raises at least \$500 for their local 501(c)(3) organization, they will match \$500 to that same organization!

We will be celebrating all day with great live music, delectable food trucks, a Jeep Show & Shine competition, awesome vendors and tasty Bold Rock Hard Cider to make JeeperFest the perfect spring festival!





2025 SPONSOR & VENDOR INFO

LIVE BOLD JEEPERFEST | MAY 17, 2025 | 11AM - 4 PM

TITLE SPONSOR - \$1,000

Perks:

- One business chosen to be Title Sponsor (e.g. LIVE BOLD JeeperFest, presented by ABC, Inc.)
- Prime location in the Bold Rock festival meadow
- Banner on music stage or arch
- Same perks as Rubicon sponsor

RUBICON - \$500

Perks:

- Double space for tent/table (provided by sponsor) and space for one Jeep
- 2 JeeperFest event glasses and 4 Bold Rock Hard Cider drink tickets
- 2 JeeperFest event shirts
- Business logo/link on the JeeperFest event page
- Social media posts to share with your customers
- Shout-outs from the music stage during the festival
- Business promotional item in Show & Shine goody bags (e.g. flyer, business card or sticker)

SAHARA - \$250

Perks:

- Table and/or tent at the event (provided by sponsor) and space for one Jeep
- 1 JeeperFest event glass and 2 Bold Rock Hard Cider drink tickets
- 1 JeeperFest event shirt
- Logo/link on the JeeperFest event page
- Social media posts to share with your customers

VENDOR - \$150

Perks:

- Table/tent (10'x10' space) at the event (provided by vendor) for your business "pop-up shop" to showcase and sell your merchandise. Must be Jeep-related and approved by Corkscrew Life.





THE NITTY GRITTY DETAILS

SCHEDULE OF EVENTS

For general reference only; subject to change.

FRIDAY, May 16, 2025

4-6 pm

Sponsor/Vendor Setup

SATURDAY, MAY 17, 2025

7:30-9 am

Sponsor/Vendor Setup

9-11 am

JeeperFest Parking and Check-In

11-4 pm

LIVE BOLD JeeperFest

3 pm

Presentation of Awards & Prizes

Thank you for your interest in being a part of the 2025 LIVE BOLD JeeperFest at Bold Rock Cidery and #JeepGoToplessDay!

APPLICATION & PAYMENT - Once your sponsorship/vendor entry is approved, we will email an invoice, which must be paid online (processing fees apply) or by check by March 17, 2025. Please fill out and email/mail the attached application with payment.

LOGO - Sponsors can email their business logo immediately upon approval.

SETUP - Sponsors and vendors can set up in the meadow on Friday, May 16, from 4-6 pm or on Saturday from 7:30-9 am. If setting up on Saturday morning, you must arrive before 9 am, as we will begin parking Jeeps at 9am.

PARKING - Rubicon and Sahara sponsors are allowed a 10'x10' space for their booth and are allowed one parking slot next to their booth for a Jeep Wrangler or Gladiator. All other vehicles and trailers must park in the Bold Rock parking lot.

NONPROFIT DONATION FOR RAFFLE - Please consider donating an item for our 2025 nonprofit to raffle off. Samuel's Supper™ is a local nonprofit organization that provides short-term financial support to families who have a child facing a life-threatening medical crisis. If interested, please email Sherri at info@samuelssupper.org.

If you have any questions, please email Robyn at info@corkscrew racing.com.





2025 LIVE BOLD JeeperFest Sponsor/Vendor Application

Please fill out the application and mail it to the address below, along with your payment.
Entry and payment deadline is March 17, 2024.

Type (circle one): Title Sponsor Rubicon Sponsor Sahara Sponsor Vendor
Business:
Name:
Address:
Mobile Phone:
Email:
SPONSORS ONLY - Choose a Shirt Size(s): Small Medium Large XL XXL Title/Rubicon Sponsors - Choose 2 Shirts Sahara Sponsor - Choose 1 Shirt

WAIVER

In consideration of you accepting this entry, I, the sponsor/vendor, intending to be legally bound do hereby waive and forever release any and all rights and claims for damages or injuries that I may have against the Event Director, and all of their agents assisting with the LIVE BOLD JeeperFest event, other sponsors, vendors and their representatives, volunteers and employees for any and all injuries to me or my personal property. This release includes all injuries and/or damages suffered by me before, during or after the event. I recognize, intend and understand that this release is binding on my heirs, executors, administrators, or assignees. In the event of an illness, injury or medical emergency arising during the event I hereby authorize and give my consent to the Event Director to secure from any accredited hospital, clinic and/or physician any treatment deemed necessary for my immediate care. I agree that I will be fully responsible for payment of any and all medical services and treatment rendered to me including but not limited to medical transport, medications, treatment and hospitalization. Further, I grant permission to all the foregoing to use my name, voice and images of myself in any photographs, motion pictures, results, publications or any other print, videographic or electronic recording of this event for legitimate purposes. This event follows the standard event industry policy: All fees are non-refundable. We reserve the right to postpone or cancel the event due to circumstances beyond our control such as a natural disaster or emergency or as required to protect the safety of participants and staff. No refunds will be issued under these circumstances. We reserve the right to change the details of the event without prior notice. I understand that my sponsor/vendor fee is nonrefundable and non transferable.

By submitting this form, I acknowledge having read and agreed to the above release and waiver including the no refund policy; I am aware of and agree to the weather make-up date posted on the website for this event.

SIGNATURE: _____ DATE: _____

CHECKLIST

- ___ Sponsors - email business/club logo in PNG format to info@corkscrew racing.com
- ___ Payment - mail application and check before March 17, 2025 to:
The Corkscrew Life, 253 Bowmans Run Drive, Stuarts Draft, VA 24477

