



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, we decided to scratch another itch – JEEP events.

The LIVE BOLD JeepFest at Bold Rock Cidery was launched 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. In 2022 we increased the cap to 225 Jeeps and sold out in 4 days. For 2023, we are increasing the event cap to 300 Jeeps.

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 360 events took place worldwide in 2022 - events ranged from trail cleanups to Jeep parades to show-and-shines.

A portion of the 2023 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 JeepFest the perfect spring festival!

Email Robyn at info@corkscrew racing.com for more information and to reserve your spot.





2023 SPONSOR & VENDOR INFO

SATURDAY, MAY 20 | 11AM - 4 PM

SETUP FROM 9 AM - 10 AM

RUBICON - \$500

Perks:

- Prime location in the Bold Rock festival meadow
- Double space for tent / table (provided by sponsor) and space for your 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
- Business logo on the back of event shirts
- 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 your Jeep
- 1 JeeperFest event glass and 2 Bold Rock Hard Cider drink tickets
- 1 JeeperFest event shirt
- Your logo/link on the JeeperFest event page
- Business logo on the back of event shirts
- Social media posts to share with your customers
- Shout-outs from the music stage during the festival

JEEPERFEST VENDOR - \$100

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 or approved by Corkscrew Life.

Once approved, Corkscrew Life will email an invoice, which can be paid by Venmo or by check. Sponsors can email their business logo in png and pdf formats, along with desired shirt size(s) immediately upon approval. Questions can be emailed to Robyn at info@corkscrewlife.com.

