



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 and Rockfish Valley, we decided to scratch another itch – JEEP events.

LIVE BOLD JeepFest at Bold Rock Cidery

LIVE BOLD JeepFest was launched in 2021 at Bold Rock Cidery to celebrate ExtremeTerrain's Go Topless Day®, a worldwide Jeep community tradition welcoming the start of spring. The inaugural event featured more than 100 Jeeps gathered in the picturesque meadows of Bold Rock Cidery in Nellysford, Virginia.

In 2022, the event doubled in size. In 2023, attendance tripled—and every year it has sold out within days of opening registration. LIVE BOLD JeepFest has consistently been the largest Go Topless Day event in Virginia, and we expect the same enthusiasm, energy, and bragging rights heading into 2026.

About Go Topless Day®

Go Topless Day is a global celebration for Jeep owners and enthusiasts, encouraging drivers to remove their tops and welcome the spring season together. In 2025 alone, nearly 500 Go Topless Day events took place worldwide—spanning all 50 U.S. states, seven countries, and an estimated 63,000 Jeeps. Events range from trail cleanups and parades to show-and-shine competitions and community festivals.

Community Impact

A portion of the 2026 LIVE BOLD JeepFest proceeds benefit Samuel's Supper™, a local nonprofit organization. For each Go Topless Day event that raises at least \$500 for a local 501(c)(3), ExtremeTerrain sponsor, Barricade, will match an additional \$500 donation to that same organization—doubling the community impact.

The JeepFest Experience

LIVE BOLD JeepFest is a full-day spring festival featuring:

- Live music
- Delectable food trucks
- A Jeep Show & Shine competition
- Vendor exhibits
- Bold Rock Hard Cider

This combination of automotive culture, entertainment, and local flavor makes JeepFest a signature destination event for Jeep enthusiasts and the broader community alike.

2026 Event Date

LIVE BOLD JeepFest at Bold Rock Cidery is scheduled for **Saturday, May 9, 2026.**

While this date falls *one week earlier* than the official Jeep Go Topless Day®, it allows us to kick off the celebration early, ensuring another unforgettable event for our attendees and partners alike—and celebrate our youngest graduating from Virginia Tech!



2026 SPONSOR & VENDOR INFO

LIVE BOLD JEEPERFEST | MAY 9, 2026 | 11AM - 4 PM

TITLE SPONSOR - \$1,000

Perks:

- One business chosen to be Title Sponsor (e.g. LIVE BOLD JeepFest, 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 JeepFest event glasses and 4 Bold Rock Hard Cider drink tickets
- 2 JeepFest event shirts
- Business logo/link on the JeepFest 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 JeepFest event glass and 2 Bold Rock Hard Cider drink tickets
- 1 JeepFest event shirt
- Logo/link on the JeepFest 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 8, 2026

4-6 pm

Sponsor/Vendor Setup

SATURDAY, MAY 9, 2026

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 2026 LIVE BOLD JeeperFest at Bold Rock Cidery!

APPLICATION & PAYMENT - Once your sponsorship/vendor entry is approved, an invoice will be emailed to you, which must be paid online (processing fees apply) or by check by March 9, 2026. Please fill out and scan/email or 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 8, 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 9 am.

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 2026 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.





2026 LIVE BOLD JeepFest Sponsor/Vendor Application

Please fill out the application and mail (or email) it to the address below, along with your payment. **Entry and payment deadline is March 9, 2026.**

Type (check one): <input type="checkbox"/> Title Sponsor <input type="checkbox"/> Rubicon Sponsor <input type="checkbox"/> Sahara Sponsor <input type="checkbox"/> Vendor
Business:
Name:
Address:
Mobile Phone:
Email:
SPONSORS ONLY - Choose a Shirt Size(s): <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> 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 JeepFest 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

- Mail application and check before March 9, 2026 to:
The Corkscrew Life, 253 Bowmans Run Drive, Stuarts Draft, VA 24477
- Email business/club logo (png format preferred) to info@corkscrew racing.com

