

2026 EASTERN PEI DIRT ROAD RALLY – SPONSORSHIP OPPORTUNITIES

Experience the Rally. Elevate Your Brand.

October 16–18, 2026

EVENT OVERVIEW

The Eastern PEI Dirt Road Rally “*Adventure for a Reason*” is one of Prince Edward Island’s most exciting fall events — a three-day celebration of adventure riding, community spirit, and rural tourism. Hosted by the Eastern Kings ATV Club and Queens East ATV Club, the rally brings together **230–250 riders**, families, spectators, and off-Island visitors for guided trail rides, entertainment, culinary experiences, and charitable impact.

This year, we invite your business to join us as a sponsor and connect with one of PEI’s fastest-growing motorsport and tourism audiences.

WHY SPONSOR THE RALLY?

A High-Impact Tourism Driver

The rally attracts a strong mix of Island and off-Island riders, extending PEI’s tourism season and generating significant visitor spending in rural communities.

Community & Charitable Impact

A portion of event proceeds support the Kidney Foundation (Atlantic), advancing kidney health and education across the region. MADD Canada is also recognized as a community partner, reinforcing our commitment to safe, responsible motorsport.

Engaged, Loyal Audience

Our riders represent a multigenerational community of ATV and SxS enthusiasts who value adventure, family time, and responsible trail use. Sponsors gain visibility with a highly engaged, community-minded audience.

Audience Profile

Our rally attracts a diverse and highly engaged motorsport and tourism audience:

- **230–250 riders** annually, plus families and spectators
- **Multigenerational mix** of ATV and SxS enthusiasts
- **Strong off-Island participation**, extending PEI’s tourism season
- **High spending power** in gear, food, accommodations, and rural tourism
- **Community-minded riders** who value responsible trail use and local partnerships

This audience is loyal, active, and highly responsive to brands that support rural recreation and community events.

Major Marketing Reach

Sponsors benefit from broad, multi-platform visibility. With support from Tourism PEI, Points East Coastal Drive RTA, and partner clubs, the rally is projected to reach **60,000+ impressions** across:

- Social media
- Digital promotions
- Printed materials
- Regional tourism channels

SPONSORSHIP LEVELS AND BENEFITS

Platinum Sponsor – \$3,000+

- Logo on all event materials (signage, printed materials & digital marketing)
- Featured social media spotlight
- Verbal recognition
- Speaking opportunity
- Sponsor engagement tent
- Swag promotional items
- Post-event recognition
- **4 Rally passes**

Gold Sponsor – \$2,000

- Logo on all event materials (signage, printed materials, digital marketing)
- Featured social media spotlight
- Verbal recognition
- Sponsor engagement tent
- Swag promotional items
- Post-event recognition
- **3 Rally passes**

Silver Sponsor – \$1,000

- Logo on all event materials (signage, printed materials, digital marketing)
- Featured social media spotlight
- Sponsor engagement tent
- Swag promotional items
- Post-event recognition
- **2 Rally passes**

Bronze Sponsor – \$500

- Logo on event materials (excluding signage)
- Group recognition
- **1 Rally pass**

SPECIALITY SPONSORSHIPS

Entertainment Sponsor – \$1,000 (2 available)

- Logo on event materials
- Logo placement at entertainment/vendor site
- Sponsor announcement
- Social media shout-out
- **2 Rally passes**

Breakfast Sponsor – \$1,000 (2 available)

- Logo on event materials
- Logo placement at breakfast station
- Sponsor announcement
- Social media shout-out
- **2 Rally passes**

Trail Section Sponsor – \$750 (5 available)

- Branded signage and recognition along a designated rally route
- **2 Rally passes**

Water Sponsor – \$400

- Signage recognition

Swag Bag Sponsor – \$300

- Your branded item included in every rider kit

In-Kind Sponsor

Recognition proportional to contribution. Ideal for goods, services, support items, or gift draws.

All Sponsors Receive

- Recognition in post-event communications
- Inclusion in rally materials, social media, and email campaigns
- The satisfaction of supporting rural tourism, community health, and local economic growth

LET'S PARTNER FOR 2026

We invite your business to join us in delivering an unforgettable rally experience while supporting rural economic development, responsible motorsport, and meaningful charitable impact. To discuss sponsorship packages or customize your involvement, please contact:

Berni Wood, Event Manager berni@berniwood.com 902-629-0775. We look forward to partnering with you and showcasing your brand at one of PEI's most exciting fall events.