



10th Annual SLSD Jeep Invasion 2026 Event Program

Welcome to the 10th Annual Silver Lake Sand Dune Jeep invasion. We're happy you made it to our tenth gathering and we're hoping to make it your best SLSD Jeep Invasion ever. This Event Program is designed to be your first stop for information about all the activities we have planned for you this year.

This Event Program is organized around the activities you can take part in at this year's Jeep Invasion. First we'll outline those activities that take place all weekend then we'll go day by day to cover those activities that only happen once. But before that, immediately below are the basics about 'riding' the Silver Lake Sand Dunes...the whole reason this Jeep Invasion actually exists!

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Silver Lake Sand Dunes 101

If this is your first time at the Silver Lake Sand Dunes, or you're a grizzled veteran of many trips over Challenge Hill (..or do you call it Test Hill), here's the 4-1-1 on our beloved 'Sandbox' at Silver Lake.

The Silver Lake Sand Dunes are a Michigan DNR ORV Area that is one element of the Silver Lake State Park. All vehicles are welcome on the dunes, but every vehicle entering the Silver Lake Dunes will need to be '**Dune Ready**': which means you're stickered up, you're aired down and your flag is flying.

- Stickered up - your vehicle will need 2 stickers from the MI DNR. The ORV and ORV TRAIL stickers together cost \$36.25, are yellow this year, and must be displayed on the rear of your Jeep. These stickers are part of your permit to get



into the dunes, the other requirement is a State of Michigan State Park Passport. An annual MI Park Passport is \$20 for in-state vehicles and \$42 for our-of-state vehicles (there's also an option to buy daily park passes for \$12/day). All the stickers are available from the State at the MI DNR Welcome Center (8505 W Fox Rd) and many local retailers.

- Aired Down - Out on the dunes the lower the tire pressure the easier it is to move around, the idea is to 'float' on the soft sand. The maximum allowed tire pressure is 15 PSI, but try starting at 12 PSI and lowering from there. Experience will be your guide, so try some different tire pressures to find what works best for your Jeep. (Buying a good low pressure tire gauge (0-20 PSI) is advised, and leave it in your Jeep for next time!)
- Flag Flying - The State requires an orange Safety Flag mounted on the front of your Jeep. The minimum height of the flag is 10' from the ground, and the dune entrance has a flag height gauge you'll drive under to assure your flag reaches 10' in the air. Flags, and flag mounts, are available at local retailers (usually the same ones who will sell you stickers).

Out on the dunes the flag is a safety feature. It helps your fellow duners see you and for you to see them. And speaking of safety, be alert on the dunes, keep your speed under control, drive straight up and down dunes (not at an angle), don't be afraid to back down (again in a straight line) and enjoy the Silver Lake Sand Dunes!

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Important Jeep Invasion locations

- Golden Township Park at SLSD - 8711 W Silver Lake Rd, Mears MI 49436
- Silver Lake State Park ORV Area - 8969 W Fox Road, Mears, MI 49436
- Silverback Offroad Speedway - 7186 W Deer Rd, Mears, MI 49436
- SLSD Jeep Parade Staging - 8169 W Hazel Rd, Mears, MI 49436



Show Schedule -

All Weekend

Registration Tent -

Location - Golden Township Park at SLSD

Hours - Thursday 5-8P, Friday 11A-8P, Saturday 8A-4P

This is the first place you'll visit upon arrival, to check-in, pick-up your participant bag and get your t-shirt voucher. The bag will have your SLSD Jeep Invasion branded items as well as swag provided by some midway vendors.

Please remember that Registration Tent personnel will be available throughout the event to answer questions...so if you can't find the answer in this Event Program stop by the Registration Tent any time.

Performance Marketplace & Midway -

Location - Golden Township Park at SLSD

Hours - Thursday 5-8P, Friday 11A-8P, Saturday 11A-8P

Be sure to make time to visit the Performance Marketplace & Midway where we've lined up dozens of great businesses offering products to upgrade your Jeep or your wardrobe. So stop by our vendors, ask questions and take that perfect next step through the Jeep lifestyle.

Also, check your participant for your **Vendor Raffle** tickets. Many of our vendors will have a special raffle prize displayed in their booth. If you want to be included in the drawing for any raffle prize just drop one (or more) of your **Vendor Raffle** tickets in the raffle entry bucket in that vendor's booth. The drawings for the **Vendor Raffle Prizes** will take place Saturday starting at 5P from the Stage in Golden Township Park.

Food Trucks -

Location - Golden Township Park at SLSD

Hours - Thursday 5-8P, Friday 11A-8P, Saturday 11A-8P

The SLSD Jeep Invasion has some great Food Vendors lined up and they'll be serving great food whenever the Midway is open. Grab a bite and grab a seat at any of the picnic tables located on the Midway.



Sunset Cruise -

Location - staging at Silverback Offroad Speedway

Hours - Thursday, Friday and Saturday night at 8P

Join Silver Lake dune veteran Rusty Rogers on a guided tour through the community and out onto the Dunes where he'll make sure you're parked on the ideal hillside to catch that world famous 'dune sunset.' So bring your camera, make sure you're 'Dune Ready' and join the line-up at our staging location - Silverback Offroad Speedway. Special thanks to **Wellbuilt Axle and Driveline** for sponsoring this year's Sunset Cruises!



Event DJ -

Location - Golden Township Park at SLSD

Hours - Thursday 5-8P, Friday 11A-8P, Saturday 11A-8P

Trevor from TDP Entertainment is our event MC and DJ. He'll be providing the soundtrack for the weekend and making all official Jeep Invasion announcements. So please listen up when you're at Golden Township park throughout the Jeep Invasion.

Thanks Trevor for your nine year partnership with the SLSD Jeep Invasion!

Thursday Only

Ice Cream Social -

Location - Golden Township Park at SLSD

Hours - Thursday 5P

After you've checked-in at the registration stroll over for some Country Dairy ice cream. We've got a lot of that quality Country Dairy ice cream coming, but come early cause we're only serving until it's gone...and we've run out every year in the past.



Friday and Saturday



Offroad Course -

Location - Silverback Offroad Speedway

Hours - Friday & Saturday 10A - 5P

Looking for even more off-road action during the 10th Anniversary SLSD Jeep Invasion? Head over to **Silverback Offroad Speedway's** Offroad Course for mud, obstacles, climbs, and adrenaline-packed Jeep fun just minutes from the main event grounds. The course offers trails and obstacles ranging from beginner to advanced difficulty. Whether you're testing your build or just looking for a fun challenge with friends, Silverback Offroad Speedway delivers an exciting off-road experience for every skill level.

Offroad Course Details

- * Beginner through advanced obstacles
- * Unlimited time on course
- * \$10 per Jeep (must be registered with the SLSD Jeep Invasion)
- * Some obstacles require lockers and 37" tires or larger
- * Located at 7186 W Deer Rd, Mears, MI

Get ready to crawl, flex, climb, and explore at Silverback Offroad Speedway — another unforgettable part of Jeep Invasion weekend.

Trail Rides -

Location - stage at Silverback Offroad Speedway

Hours - Friday & Saturday Various times

Explore scenic roads, wooded trails, sandy two-tracks, and technical terrain during the SLSD Jeep Invasion Trail Rides. With guided and unguided options available, these rides are perfect for both beginners and experienced Jeep owners. Trail rides feature moderate to basic difficulty levels, no dune flags are required, and all rides leave from the Silverback Offroad Speedway.

Bring your Jeep, air up your tires, and get ready for an unforgettable off-road adventure filled with great people, amazing views, and nonstop Jeep fun. Space is limited, please sign

up online at



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Friday Only

Poker Run -

Location - North and South Routes Available

Hours - Friday 10A-4P

Adventure is calling and the 10th Annual SLSD Jeep Invasion Poker Run is your excuse to hit the road Friday. Grab your crew, choose your route, and explore some of the best local spots around Silver Lake while building your winning poker hand along the way. From scenic backroads and small-town stops to local favorites and hidden gems, this is more than a game — it's part road trip, part Jeep adventure, and all about the experience.

Turn in your score sheets by 5PM at Golden Township Park and see if your cards are enough to land you at the top when winners are announced at Saturday's award ceremony. Whether you're playing to win or just out exploring with friends, the Poker Run is a great Jeep Invasion experience.

Giveaway Drawing -

Location - Golden Township Park at SLSD

Hours - Friday 5P

We have some awesome vendors at the SLSD Jeep Invasion and they've donated some awesome prizes for us to giveaway to you! The prizes will be split between our three (3) giveaway drawings, one on Friday at 5P and two on Saturday at 1P & 3P.

Here's the simple rules for each drawing -

1. You must be present to win,
2. Drawing tickets are free (and unique to each Giveaway Drawing),
3. To get your drawing ticket just stop by the Stage within the 10 minute window before the scheduled drawing, present your Official SLSD Jeep Invasion lanyard and we'll give you a ticket for that Giveaway Drawing,
4. One ticket per drawing per Official SLSD Jeep Invasion lanyard.

Each Giveaway Drawing is a new opportunity to win, so if you're at the Golden Township Park within a drawing window be sure to pick-up your drawing ticket...they're FREE to Jeep Invasion participants, and you could be our next big winner!



Jeep Sound Competition -

Location - Golden Township Park at SLSD

Hours - Friday 6-8:30P

Got a Jeep that really thumps? Are those highs crystal clear and that bass crisp and bold? Get over to the Golden Township Park for the **M2Audio** Jeep Sound Competition and see how your system ranks. Jeeps with custom audio systems can enter into this competition to win prizes for the top three audio systems. First through third place finishers will be awarded custom portable Bluetooth along with a plaque. The **M2Audio** judges will consider not only the sound quality of the Jeep but the installation quality as well. Think your Jeep can measure up with the best? Sign up at the Registration Tent for the **M2Audio** Jeep Sound Competition, participation will be limited to the first 25 Jeeps to sign up.

We'll be lining up the competition rigs up in the south end of the event Jeep parking and we welcome spectators to check out each of the Jeeps entered and listen to these amazing audio systems.

Special thanks to **M2Audio** for sponsoring this year's Jeep Sound Competition!



Light Up The Night/DJ Set -

Location - Golden Township Park at SLSD

Hours - Friday 8:30 - 10:30P

This year's Light Up The Night features a DJ set and a sound competition. The DJ set will span multiple genres of music that will be enjoyed by the whole family. Add in the DJ's synchronized lights and it will be an audio-visual experience not to be missed.

Along with the DJ set the night's activities will be capped off with the **Unlimited Offroad Centers** Light Up the Night Jeep Lighting Competition. We encourage anyone with enhanced light setups on their Jeep to enter this competition where prizes will be awarded for the top three finishers (the 1st Place prize is valued at over \$2,500!). Signup at the Registration Tent for the **Unlimited Offroad Centers** Light Up the Night competition, participants will be limited to the first 25 Jeeps to signup. Jeeps entered in this competition will be parked near the stage, elevating the visual experience of the DJ set.



Everyone is welcome at this event. If you are looking to dance to some music, look at some cool lit-up Jeeps, or just want to pop out your camp chair and enjoy the show, Light Up the Night is the event for you.

Special thanks to **Unlimited Offroad Centers** for sponsoring this year's Light Up the Night!



Welcome Party -

Location - Hideaway Campground Lighthouse Grill. 9671 W Silver Lake Rd

Hours - Friday 8P

The lights are on, the music is turning up, and the weekend officially starts Friday at 8PM at the Lighthouse Bar & Grill inside Hideaway Campground and Resort!. Grab your friends, order your favorite drink, and settle in for a night filled with live music, incredible food, drink specials, and good company. Cozy up by the fireplaces, enjoy the patio atmosphere, and take in the perfect summer-night vibe while meeting new friends and connecting with the Jeep Invasion board.

Whether you're winding down from a long week or gearing up for an unforgettable weekend, this is the place to be. Cold drinks, warm fires, great music, and even better people — Friday night at the Lighthouse is calling.

Reflection with Jeep Church -

Location - North end of beach at Silver Lake State Park ORV Area

Hours - Friday 8P

Take a break from the trails and the excitement of the weekend to experience a moment of peace, gratitude, and community together on the dunes. Join us for Reflection with Jeep Church — a time to slow down, come together, and reflect on the blessings of life, family, friendship, and freedom. Surrounded by the beauty of the dunes and the Jeep community we all love, this special gathering is a chance to pray for one another, share encouragement, and spend meaningful time in fellowship with fellow Jeep enthusiasts.

One Community. Countless Memories.



Saturday Only

Arts & Crafts Show -

Location - Golden Township Park at SLSD

Hours - Saturday 9A - 5P

The Silver Lake Sand Dunes Jeep Invasion Craft Show returns on Saturday with a new location on Silver Lake Rd. Explore homemade Jeep crafts, unique jewelry, baked goods, and a huge variety of one-of-a-kind items from our amazing local vendors. It's the perfect place to shop, explore, and enjoy the Jeep Invasion weekend atmosphere at Silver Lake!

Jeep Parade -

Location - line-up at 8169 W Hazel Rd

Hours - Saturday Staging at 9:15A / Parade kick-off 10A

Join us for the SLSD Jeep Invasion Parade as hundreds of Jeeps cruise together through town in one massive display of lights, builds, community, and Jeep pride. From lifted trail rigs and daily drivers to custom show builds, this is your chance to experience the energy of Jeep Invasion up close.

Participate and experience the spectators lining the streets and soak in the atmosphere as the parade rolls through Silver Lake with music, excitement, and nonstop Jeep culture from start to finish.

This is one of those signature Jeep Invasion moments you don't want to miss. Because when this many Jeeps hit the road together... it's not just a parade. It's Jeep Invasion.



Show n' Shine -

Location - Golden Township Park at SLSD

Hours - Saturday 1 - 4P

Taking place Saturday the **Silver Sands Resort + Hotel** Show n' Shine will bring together some of the cleanest, wildest, and most unique Jeeps from across the Midwest.



This year's competition will feature four categories:

- Best Theme – For the Jeep with the most creative overall look and personality
- Best Modified – Built for the Jeep that pushes customization to the next level
- Best Classic (1986 or older) – Celebrating vintage Jeep history and timeless builds
- Best Modern (1987 or newer) – Highlighting today's top modern Jeep builds

In addition, one Jeep will take home the coveted Best of Show award, selected from all participants entered in the competition.

The **Silver Sands Resort + Hotel** Show n' Shine happens following the Jeep Parade to the Dunes, with participating Jeeps required to be parked on the show field by 1PM and remaining through the 5PM awards ceremony. Entry is limited to the first 75 registered Jeeps, making this one of the most anticipated and exclusive events of the 10th Anniversary weekend. Stop by the Registration Tent to enter your Jeep and get all the details.

Special thanks to **Silver Sands Resort + Hotel** for sponsoring this year's Show n' Shine!

Giveaway Drawings -

Location - Golden Township Park at SLSD

Hours - Saturday 1P & 3P

We have some awesome vendors at the SLSD Jeep Invasion and they've donated some awesome prizes for us to giveaway to you! The prizes will be split between our three (3) giveaway drawings, one on Friday at 5P and two on Saturday at 1P & 3P.

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Each Giveaway Drawing is a new opportunity to win, so if you're at the Golden Township Park within a drawing window be sure to pick-up your drawing ticket...they're FREE to Jeep Invasion participants, and you could be our next big winner!



Vendor Raffle Drawings -

Location - Golden Township Park at SLSD

Hours - Saturday 5P

Remember those Vendor Raffle tickets included in your participant bag? Have you dropped them in the raffle buckets you're hoping to win? Well then this Vendor Raffle Drawings is a must for you. As you remember, many of our vendors have special raffle prizes displayed in their booths. If you want to be included in the drawing for any raffle prize just drop one (or more) of your Vendor Raffle Tickets in the raffle entry bucket in that vendor's booth.

The drawings for the **Vendor Raffle Prizes** will take place Saturday starting at 5P from the stage in Golden Township Park, immediately following the awards presentation for the **Silver Sands Resort + Hotel Show n' Shine**.



Closing Party -

Location - Silver Lake Chicken Shack, 8343 W Hazel Rd

Hours - Saturday 8P

As the SLSD Jeep Invasion is winding down, join your fellow Jeepers in a last hurrah and some mighty fine wings at the Silver Lake Chicken Shack Closing Party. Meet up with old friends and make some new ones as you reminisce about the highlights and maybe your new 'forever' memories of the SLSD Jeep Invasion!

Sunday Only

Jeep Church -

Location - Golden Township Park at SLSD

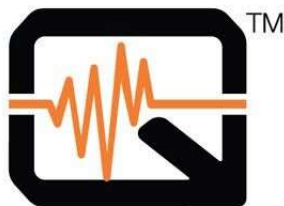
Hours - Sunday Breakfast 9:30A, Service 10:30A

After a weekend of dunes, trails, music, late nights, and unforgettable memories, Sunday morning is a chance to slow down, reconnect, and come together as a community. Join us for Jeep Church beginning with a FREE pancake breakfast at 9:30A, followed by Bible study, bluegrass music, fellowship, and outdoor worship at 10:30A surrounded by the beauty of Silver Lake.

No matter where you're from, what you drive, or where you are in life, everyone is welcome. Jeep Church is about real people, real faith, real adventure, and taking a moment to reflect on the friendships, memories, and community that make this weekend so special. Come enjoy a meaningful message, great people, and a morning that leaves you refreshed and encouraged long after the weekend ends — something you'll carry with you until the next time we all meet again on the dunes.

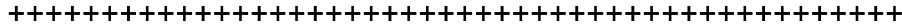
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SLSD Jeep Invasion Sponsors

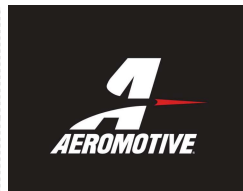


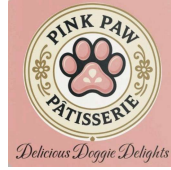
SILVER LAKE
SAND DUNES - HART
VISITORS BUREAU



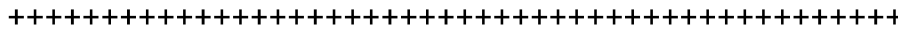


SLSD Jeep Invasion Midway Vendors

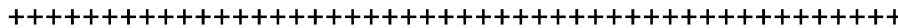




Goldy Linx



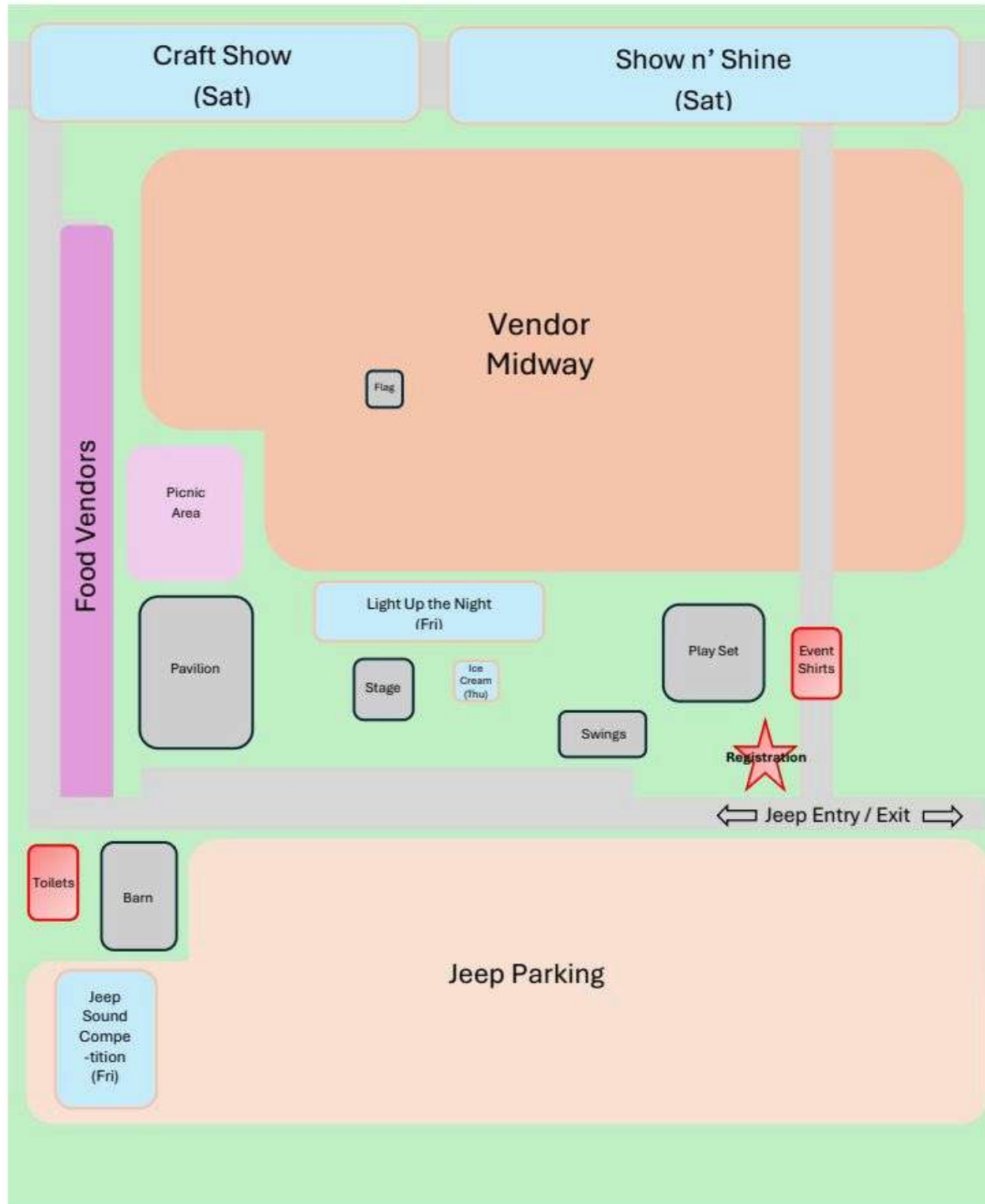
SLSD Jeep Invasion Food Vendors



Thanks for attending the 10th Annual SLSD Jeep Invasion!!
Mark your calendar for next year's event - June 3rd-6th, 2027

10th Annual Silver Lake Jeep Invasion – Golden Township Park Map

Golden Township Park at the Silver Lake Sand Dunes – 8711 West Silver Lake Road, Mears, MI 49436



SLSD Jeep Invasion Area Map – 10th Annual - 2026

