

2026 SPONSORSHIP PACKAGE

HOWIE'S MUD BOG

MINNESOTA'S LONGEST-RUNNING MUD BOG

Labor Day Weekend · Finlayson, MN · Est. 1993

4,000+

ATTENDEES

30+

YEARS RUNNING

4

DAYS OF ACTION

32K+

FACEBOOK FANS

howiesmudbog.com · Finlayson, MN 55735

Four Days. Full Throttle.

All Eyes On You.

Howie's Mud Bog is Minnesota's premiere off-road motorsport's event . Four days of roaring engines, airborne mud, live music, and campfire camaraderie held every Labor Day Weekend at an expansive venue in Finlayson, MN.

Founded in 1993 by Shawn "Howie" Kuhlman, the event has grown from a local backyard gathering into the longest-running mud bog in the state of Minnesota, drawing enthusiasts from across the Midwest and beyond. With 300+ acres of venue space, three open mud pits, miles of ATV trails, and on-site camping, Howie's is a full-weekend destination event with a fiercely loyal following.

COMPETITIONS

Freestyle Mudding, Mega Truck Racing, Tough Truck, Truck Tug of War, Beater Car Racing, ATV & UTV Bounty Hole and Barrel Racing

ENTERTAINMENT

Live music performs every night. Food vendors, on-site camping, and family-friendly activities make Howie's a complete weekend experience.

ALL VEHICLES

Mud trucks, ATVs, UTVs, mega trucks, and beater cars are all welcome. Miles of trails and multiple mud pits keep participants busy all weekend.

LOCATION

11593 State Hwy 18, Finlayson, MN
Halfway between Minneapolis/St. Paul and the Northwoods. Easily accessible from I-35.

WHO'S COMING

Your Audience

4,000+ passionate, brand-loyal fans who live the off-road lifestyle - not just attend it. These are buyers, not browsers.

62%

MALE

18-54 prime spending years

68%

HOMEOWNERS

Disposable income, property

80%

RETURN ANNUALLY

Exceptional loyalty rate

AUDIENCE INTERESTS

Off-Road Vehicles

Automotive Parts

Camping & Outdoors

Country Music

Power Sports

Hunting & Fishing

Beer & Spirits

Power Tools

Motorsports Apparel

Tires & Accessories

Energy Drinks

Local Agriculture

WHY SPONSOR HOWIE'S MUD BOG

01

Captive, loyal audience

4,000+ attendees deeply invested in the off-road lifestyle — not casual scrollers.

02

Multi-day exposure

Four days means 4x the impressions, activations, and conversations of a single-day event.

03

30+ years of trust

Sponsoring Howie's aligns your brand with Minnesota's most iconic mud event.

04

Digital reach

32K+ Facebook fans and 30,000+ monthly website hits.

05

Personal & flexible

Howie's team works directly with sponsors to make sure the partnership works for your goals.

SPONSORSHIP TIERS

Choose Your Package

Three tiers, built for every budget. All packages include event-weekend activation and digital presence. Custom packages available on request.

BRONZE

Trail Rider \$500

- Logo on event website (6 months)
- 1 Facebook Mention
- Small Logo on event map handout
- 2 weekend passes (wristbands)
- 2'x4' banner in event area
- Verbal mention at one competition

SILVER — MOST POPULAR

Bog Boss \$1,500

- Large logo on website & Facebook
- Large logo on event map
- Logo on all staff event T-shirts
- 2 weekend passes + 2 ATV passes
- 3 event T-shirts
- 4'x6' banner — high-traffic area
- Standard vending space
- VIP camping space
- Nightly stage mentions (Fri–Sun)
- Announced at Mega Truck Race
- Social media shoutout post
- Coupon insert in event map

GOLD

Mud King \$3,000

- Premier logo — all materials
- Presenting sponsor on all PA
- 6 weekend passes
- 4'x8' banner on the race track
- Named campground sponsor
- Premium Vendor space
- Nightly extended stage mentions
- Named sponsor of one competition
- 3x social media feature posts
- Email blast to subscriber list
- 2027 right of first refusal
- Coupon insert in event map

AT A GLANCE

Package Comparison

Benefit	Trail Rider \$500	Bog Boss \$1,500	Mud King \$3,000
Website logo listing	Standard	Large	Premier
Facebook logo placement	Yes	Large	Featured
Event map logo	Yes	Large	Premier
Weekend passes	—	2	6
Banner placement	2'x4' general	4'x6' bleachers	4'x8' race track
Vendor Space	—	Standard	Double Premium
Named campground sponsor	—	—	Yes
Stage mentions	1x	Nightly	Nightly Extended
Mega Truck Race mention	—	Yes	Yes
Competition naming rights	—	—	Yes
Social media posts	—	1 shoutout	3 features
Email blast	—	—	Yes
Map coupon insert	—	Yes	Yes
2027 first refusal	—	—	Yes

A LA CARTE ADD-ONS

Customize Your Sponsorship

Competition Naming Rights **\$750**

Brand name on any single competition event with PA mention and race signage.

T-Shirt Staff Placement **\$600**

Your logo printed on all staff t-shirts

Gate Banner Placement **\$800**

4'x8' banner at main entrance — seen by every attendee upon arrival.

Product Sampling / Giveaway **\$400**

Distribute samples or branded items from a dedicated location with staff support.

Premium Social Media Package **\$500**

5 branded posts (FB + IG) before, during, and after the event with event photos.

Prize Donation **\$100+**

Donate a prize (\$100+ value) for PA announcements & social media recognition.

KEY DATES

Sponsor Timeline

MAY 2026

Sponsorship Deadline

Agreements and logos due for inclusion in printed event maps, T-shirts, and all pre-event marketing. Early partners receive priority placement.

JUNE–JULY

Pre-Event Marketing Begins

Sponsor logos go live on website, Facebook, and event map. Social media shoutouts and email mentions start rolling out to the event audience.

AUGUST

Logistics Coordination

Banner specs, and vending setup confirmed with all sponsors. Passes and T-shirts distributed.

SEPT. 3-6

Event Weekend

4 days of live mudding, racing, music, and camping. Your brand lives in the middle of all of it — banners up, PA mentions running, vendor space open.

SEPTEMBER

Post-Event Recap

Sponsors receive attendance summary, photo documentation of placement, and a thank-you feature on social media.

GET STARTED

Let's Make a Deal

Howie's Mud Bog has been the pride of Finlayson for over 30 years. Your brand deserves to stand alongside Minnesota's biggest, baddest off-road event. Reach out to discuss packages, in-kind trade, or custom arrangements.

WEBSITE

howiesmudbog.com

FACEBOOK

facebook.com/HowiesMudBog

LOCATION

Finlayson, MN 55735

EMAIL

admin@howiesmudbog.com

PHONE

567-246-9437

EVENT DATES

Labor Day Weekend (Sept 3 - 6, 2026)