

EXTREME MUDFEST

Contact Details

Extreme Mudfest - [REDACTED]

About Mudfest

Event Dates: August 30th - September 2nd

Location: 187 Riverside Road, Pouce Coupe

Event Overview: Extreme Mudfest is Canada's largest mud and music festival that has run in August in Cold Lake Alberta for the past 10 years. In 2024, Mudfest is opening a second location in Pouce Coupe BC. The festival consists of 4 motorsport classes and showcases some of the fastest-growing motorsports classes in North America. Racers will beat the clock while battling through the mud during the three days of this action-packed event. Race classes include: Mega trucks, Quads, Mud Drags and Rock Crawlers. There will be music performances each night, from a number of country and rock bands.

Supporting the Arts: Leading up to the festival there will be a local, Northern BC, battle of the bands competition where the winner will get to be the opening act on the main stage at the festival. This will be an 8- week online contest with the finalists battling to the stage, in person, Thursday August 29th. Each of the top 5 contestants will also gain access to the festival for the weekend.

Community Giveback & Family inclusion: The Extreme Mud Run raises money for charities of choice for 2024, with a footrace through the mud! Our early load in for camping is Thursday August 29th, with a canned food drive. Attendance to the battle of the bands is free with a canned food donation that will be brought to the local food following the festival. Mudfest is proud to work with multiple local charitable organizations to ensure money back into the communities and organizations that need it most. At Mudfest, we LOVE family events - Families can entertain their kids at the Kid Zone which has children's activities and kids 12 and under are 100% free.

Sport Hosting: We welcome racers from all over the country to race to the top for an action filled weekend.

Overnight Stays: Visitors can camp on site with tents or trailers, or stay at one of the local hotel properties. Mudfest has limited camping spaces that sellout annually in Cold Lake. To support the local hotels, we will be listing and advertising the local hotels, with preferred rates for the festival. By providing safe bussing to and from or host hotels, we can maximize demand to stay for the weekend in the town of Pouce Coupe and Dawson Creek.

Economics: Extreme Mudfest is an annual festival and the economic impacts of the festival on the local community are significant. Local hotels experience a surge in bookings as visitors from out of town come to attend the festival. This increased demand for accommodations can generate significant revenue for the hotels, as well as for the local tourism industry as a whole. For those guests who are camping, local businesses such as grocery stores, liquor stores and fuel stations see a large surge in product demand. Additionally, the festival creates jobs for local residents and volunteer groups, both in the planning and execution of the event. The festival also attracts outside investment and sponsorship, which can further boost the local economy. In Cold Lake AB, we've experienced more than 50% of our attendees travel from outside of a 50km radius. In our experience it's extremely important for the event organizers and local officials to work together to ensure that the benefits of Extreme Mudfest are maximized.

The Organization

Over the past ten years, Mudfest has grown significantly from a small town mudding event, to a household name and is proudly the largest festival of its kind in the country. It was founded by the owner, Billie Jo Aasen, who also owns The Festival Company - an award winning festival and event production company. We are a Canadian family owned company, something we are very proud of. Our goal is to grow as a staple event for the people of the peace region. The organization committee is now made up of Billie Jo Aasen, Bill Bryce, Rick Redecliff -Executive Race Director, Chelsea Blair -Event Manager, Nathan Derow - Event Sales, Wade Klassen - Racer Coordinator. As our planning progresses, we will be looking for volunteer groups looking to fundraise, alongside multiple local positions.

Demographics

Target Audience:

- Ages 24-35 predominantly male
- Interests: Motorsports, Car Racing, Concerts, Rock Music, Country Music, Outdoor Lifestyle
- Average Household Income: 120k -150k
- 57% male / 43% female.

Other Benefits to the Community

Extreme Mudfest enhances the quality of life for the Peace Region citizens and supports recreation, art and culture by providing entertainment unlike anything else. The racing is a sight to see that gets everyone's adrenaline going. The concerts bring big name rock and country acts, while supporting local music. Attendees really get their blood pumping with the Mud Run, which is a fun, exerting mess for everyone. The variety of cuisine and beverages is a culinary experience for anyone wanting to try new things..

We strive to have something for everyone and we are a family friendly event that also includes a kid zone. We offer all of this while still being affordable to most, with a 3-day VIP weekend pass starting at \$149, a general admission weekend pass costing \$119, single day passes ranging from \$69, lower rates for students (13-17) and children under 12 enter free.

In Conclusion:

Extreme Mudfest encapsulates everything that Northern life is - outdoors, motorsports, music and family. Having strong local routes in the peace region, we are very excited to build and grow this unique event for the community.

We thank you for your time and consideration of this great event.

Sincerely:

