



4X4 **FIT OUT** OF THE YEAR 2021

PRESENTED BY  **Hema**
maps

CAMPER AUSTRALIA



DATE: AWARDS WILL BE PRESENTED MID-YEAR 2022, LOCATION AND TIMING TBC

LOCATION: WE COME TO YOUR SHOP

LENGTH: HALF TO A FULL-DAY SHOOTING

TYPE: VIDEO, STILLS & STORIES

CONTENT REACH: PROMOTED TO 350,000+ UNIQUE USERS ACROSS HEMA & CAMPER CHANNELS



4X4 FOOTY OVERVIEW

More goes into a 4X4 build than just picking the colour of your front bar or how many lights you really need. There is a skill in knowing what's going to work and how a custom rig comes together and who knows that best? The people that build them.

Supported by Hema Maps, Camper Australia is on the hunt for the best built 4X4s in the country but that's not all. We know how hard it is to stand out in a crowded 4X4 Accessories and Custom Build market so we want to uncover what makes your business stand out.

We'll be looking for the people behind the builds, their experience, their passion and their ability to make the best tourer, tow-rig or rock crawler.

Shot Q&A style with an option for a local off-road shoot you'll work with the best video and stills camera people who know 4X4's. We'll then edit the work with industry legend Ron Moon as our host to enhance credibility and to gain more reach to really showcase the best of what you do.

All of the content we shoot will be yours and we'll promote it in Camper (online and in print) plus Hema Maps, the principal sponsor of 4X4 FOOTY, will be promoting the work through their EDM database before we announce winners in 2022 mid-year.

These are the awards we are targetting, they are subject to change:

- **Under \$25K**
- **\$25K - \$50K**
- **\$50K - \$100K**
- **\$100K - \$150K**
- **\$150K+**
- **Most Innovative**
- **Best Electrical Installation**
- **Best Fit and Finish**
- **Best Tourer**
- **Best Tow Rig**
- **Best Canopy Build**

Entries close 1st week of May 2022. Judging will be done by a panel of known 4X4 enthusiasts.

Itemised build sheets are required to be entered into a price category or entrants will default to \$150k.



PACKAGES

PLATINUM \$15,000

- Amplification of content (Minimum 10,000 video views & 5000 page views)
- 240-320 sec Q&A video (hosted on Camper Australia [CA], shared by Hema)
- 90-120 sec driving with features and benefits text on-screen video
- 2 x 15 Sec social Edits
- 20+ high res images product and showroom
- Written feature (min 500 words) hosted on CA, shared in Hema and CA eDM
- Min 2 page coverage in FOOTY feature, CA Magazine
- 10,000 impressions on Camper Website or Full Page advert in Camper Magazine
- FOOTY marketing pack (logos, stickers, 2 x A2 poster)

GOLD \$10,000

- 240-320 sec Q&A walkthrough video (hosted on CA, shared by Hema)
- 90-120 sec driving with features and benefits text on-screen video
- 2 x 15 Sec social Edits
- 20+ high res images product and showroom
- Written feature (min 500 words) hosted on CA, shared in Hema and CA eDM
- Min 2 page coverage in FOOTY feature, CA Magazine
- FOOTY marketing pack (logos, stickers, 2 x A2 poster)

SILVER \$5000

- 180-240 sec Q&A walkthrough video (hosted on CA, shared by Hema)
- 90-120 sec features and benefits text on-screen video (at showroom only)
- 1 x 15 Sec social edits
- 15+ high res images
- Written feature (min 500 words) hosted on CA, shared in Hema and CA eDM
- Min 1/2 page coverage in FOOTY feature, CA Magazine

CONTACT

For bookings or questions, please reach out to:

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