

CAMPER

TRAILER OF THE YEAR 2022



DATE EARLY MARCH 2022

LOCATION SOUTH EAST QUEENSLAND

LENGTH 2-4 DAYS DEPENDING ON YOUR SELECTED PACKAGE

Editor at Large, Glenn Marshall leads his second CTOTY event and the team of expert judges joining him will assess your Camper or Hybrid by the same set of criteria as a review for the magazine. From its fit for intended purpose, build quality and innovations, how well it handles the tough stuff and more. Winners will be awarded for the Most Innovative, Best Value For Money, Best Build Quality and more.

As it was at CTOTY 2021, entrants won't need to be at the event for what was up to a week. Again, the event will allow for entrants only looking for the prestige of being part of the event to stay for one or two nights while those who book content packages will stay up to four.

TIERED INVESTMENT

Three options for CTOTY 2022 exist from a Bronze package that locks in your product to be part of the judging process and showcase to a Gold package that adds on limited bespoke content.

All entrants will be supplied with the raw feedback from the Judges as well as be featured in print and online with those investing in the top-tier packages gaining access to our top-notch content creators

to capture bespoke video and imagery for their channels.

TIMING & LOCATION

To be staged in March 2022, our location will be in South East QLD. We will be shooting throughout the region and judging will be onsite at our accommodation provider with the tow route taking in a mix of road and tracks nearby.

SHOWCASE DAY

CTOTY 2022 will again offer the chance to be part of our popular Camper Trailer Of The Year Showcase Day where all entrants are gathered for public viewing (these have been proven sales- drivers). Run during the central weekend of the event with marketing support from us and the region, the Showcase will mark the end of the event for those booking only the basic package with those booking the Silver or Gold packages staying on for their bespoke content creation days.

ADDITIONAL CONTENT PACKAGES

Silver and Gold content packages will be tailored to your and your products requirements. Our team will capture the best bespoke content for you in and

around locations close to our accommodation, in a place to be determined. Our team will meet with you (virtually if required) to talk about and plan how we can help in advance of the event.

Take care, Tim van Duyl | Content Director



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OF THE TRAILER YEAR 2022

PACKAGES

BRONZE \$5,000

- Entrance to CTOTY judging
- All judges notes and comments (anonymised)
- Accom for up to two nights for two
- Dinner and drinks with CTOTY crew
- Display at the Showcase
- PDF of CTOTY article, web hosting, EDM and social plugs

SILVER \$7,500 (BRONZE PACKAGE PLUS)

- Additional accommodation & catering (if required to fulfil the shoot)
- 90-sec lifestyle video focussing on up to five key features
- 15-sec social media teaser
- Up to 20 professionally shot photos (mix of driving and five key features)

[CLICK HERE TO WATCH AN EXAMPLE OF A 90-SEC LIFESTYLE VIDEO](#)

GOLD \$10,000 (SILVER PACKAGE PLUS)

- Up to four nights of accommodation and catering for two
- 3-4min hosted walkthrough video including judges' commentary
- Additional 30-sec social media video to promote walkthrough video
- Access to all relevant images from the event (all featuring you and your product)

[CLICK HERE TO WATCH AN EXAMPLE OF A HOSTED WALKTHROUGH VIDEO](#)

A \$1000 DEPOSIT IS REQUIRED TO SECURE ACCOMMODATION AND CATERING, PAYABLE ON BOOKING

TO BOOK YOUR SPOT PLEASE CONTACT

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