



# HIGHLIGHTS + RESULTS

On Saturday, October 4th, 4x4 enthusiasts came together for the second-ever BG 4x4 Fest to help celebrate and support the town of Bowling Green, have family fun, and get their 4x4's Dirty!



**MORE THAN  
3,150 PEOPLE  
ATTENDED**

THE **SECOND** BG 4X4 FEST

**MORE THAN  
\$260,000  
IN ECONOMIC IMPACT**

estimated, which is notable considering the event's second-year status.

BG 4x4 Fest is a 501(c)(3) non-profit, event-focused organization. The yearly event supports economic development for Northwest Ohio, and proceeds benefit charitable programs affiliated with scholarships for local children in agriculture and trades alike.

Imagine a day that starts with a convoy of 4x4 vehicles driving through downtown Bowling Green to the Wood County Fairgrounds, to adrenaline-pumping 4x4 sled pulls, mouthwatering eats from local vendors, a vendor's alley with different 4x4 accessories and Kids' Area with activities including Kids' Pull. Especially ending it off with the 4x4 mud pit! It's the perfect mix of fun and family, all benefiting scholarships recipients.

## **f** Facebook Comments

**Lester Sonny Gray**

It was fun thank you for putting on great event we will be back next year for sure.

**Nick Wittenmyer**

Was a fun day, thank you for putting on a great event.

**Tyler Baden**

I did that course with T-Wrangler and I nailed it 🟩

**Reilly Graham**

We really enjoyed it!! Thanks for putting together such a fun event!

**Jerry Huber**

The indoor R/C Rock crawler course is always a big hit with the little ones, Parents and Grandparents included! Big shout out to Adam Henninger and out friends at Nankin Hobby for supporting the demo fleet of R/C 4 x4's and a sweet obstacle course with literally "Tons of Rocks". 🙌💖

# VENDORS

## 33 LOCAL VENDORS

participated in the inaugural event



# \$85,000 RAISED

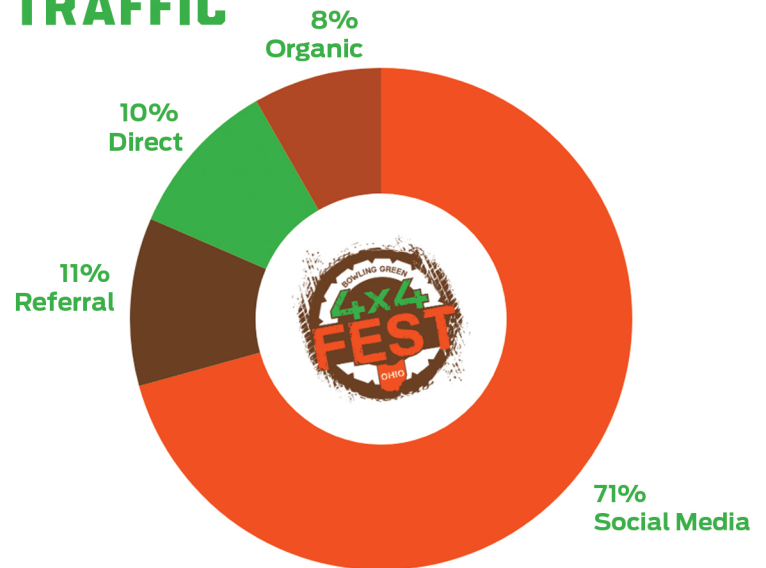
## FROM 30 EVENT SPONSORS

# WEBSITE

43,000+ PAGE VIEWS

16,000+ USERS

## WEBSITE TRAFFIC



# SOCIAL MEDIA

## FACEBOOK

(Stats reported from January 1st - Oct. 4th, 2025)



- 392,747+ Post Reach
- 5,430+ Post Engagement
- 889+ Page Followers
- 12,570+ Link Clicks
- 1,582+ Marked interested and/or attending the FB event

## INSTAGRAM

(Stats reported from January 1st - Oct. 4th, 2025)



- 14,720+ Post Reach
- 1,530+ Post Engagement
- 566+ Page Followers

## TIKTOK

(Stats reported from January 1st - Oct. 4th, 2025)



- 117,210+ Post Reach
- 12,150+ Post Engagement
- 1,074+ Page Followers

# HIGHLIGHTS + RESULTS



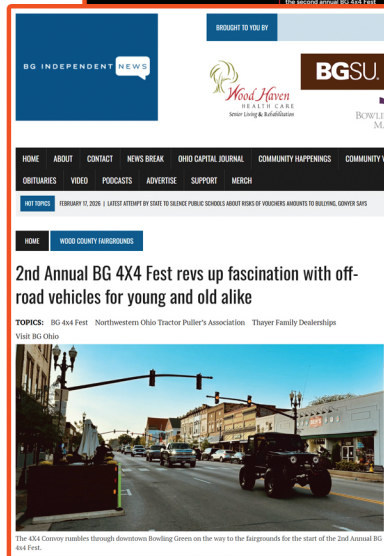
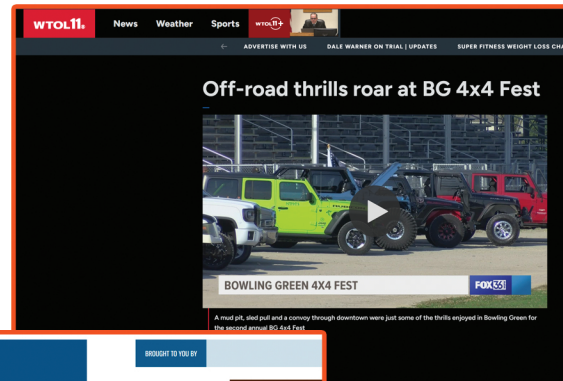
## OVERVIEW

- **3,150+** Attendees at BG 4x4 Fest
- **500+** Attendees for the BG 4x4 Fest hype event
- **260,000+** Estimated economic impact
- All proceeds went to Local Drive for scholarships in trades and agriculture
- **33** Local vendors
- **30** Event sponsors
- **10+** Local organizations collaborating to create/run this event
- **350+** Hours of volunteer impact
- **300+** Participants in kid activities

## MEDIA COVERAGE

- **10+** News stories (traditional, broadcast, and digital media)
- **\$15,000+** In-kind media support
- **\$30,000+** In AVE (Advertising Value Equivalency is used in media relations to measure the dollar value of earned news media campaign.)

**6,610,620+ REACHED**  
via print and digital news media coverage



# THANK YOU



BOWLING GREEN, OHIO



LUCKEY FARMERS, INC.



WOOD COUNTY



**GUY IN THE 419** - I took the gladiator in the mud for the first time this past weekend at the BG4x4Fest this past weekend! It was a great time and I can't wait till next year! Thank you to the Thayer family for putting on this great event!

**TOLEDO JEEP FEST** - Today, we were out vending and hanging with our friends at BG4x4Fest. It was a great first year, and the TJF crew will be back in 2026!



**LEARN MORE**

To learn more about how to get involved with the 2026 BG 4x4 Fest, contact us!

(419) 353-5751

[info@bg4x4fest.com](mailto:info@bg4x4fest.com)