

What is a Jamboree?



The 4-Wheel Jamboree is a family event geared toward the truck enthusiast. The 7-show Jamboree series stretches from Texas to South Carolina and draws enthusiasts from across the country and Canada.

The show is made up of participants (4x4 enthusiasts that come to display their truck for the weekend and compete in the racing events), spectators, vendors and sponsors. The shows are part of Family Events Performance Series owned by The Promotion Company out of Indianapolis, Indiana. Check out our website www.familyevents.com.

Media campaigns that include TV and radio are created in each market to promote the show. Each year segments of the Jamboree are televised on ESPN 2, The Outdoor Channel and Spike TV.

Show N Shine

Participants from all over the country bring their 4x4's to compete in the Show N Shine competition. Awards are given out during the weekend to trucks in various classes, makes, and models. See some of the most amazingly engineered and restored 4x4 trucks in the world.

Monster Trucks

The top monster trucks from all over the country perform for large crowds at the 4-Wheel Jamboree. The trucks will compete in side by side racing and the crowd favorite free-style performance. The drivers on these famous trucks are available after each show to sign autographs.

Mud Drags and Tough Trucks

The 4-Wheel Jamboree is also home to the National Mud Racing Organization (NMRO). The NMRO is the sanctioning body for straight-line mud drag racing and 4x4 stock and modified Tough Truck racing. Competitors compete for a purse and a season series points championship. This is a membership organization made up of over 400 racers.

Rock Crawl and Mud Bog

The Rock Crawl Challenge is the latest competition that can be viewed at several Jamborees. Competitors compete on a man made obstacle course. The course tests the drivers patience and skill. The Mud Bogs offer participants a chance to test their vehicle in a 100 foot pit filled with some of the nastiest mud you'll ever see. They compete for distance and time.

Main Stage/Miss 4-Wheel Jamboree Contest

At each Jamboree the Main Stage is hub of activity. Throughout the weekend the participants have to the opportunity to turn in their ballots to win top-of-the-line aftermarket products. There is constant action at the stage with kids/adult games and show information that is available. Each Sunday the show also will crown a Miss 4-Wheel Jamboree Nationals for that year.

Manufacturer's Midway

The Manufacturer's Midway is popular with spectators and participants. National manufacturers are present with booths selling products and are accompanied with technicians on hand to answer product questions. Come realize the advantages of face-to-face interactive marketing.

