

Connection

AST Dew Tour 2008 Toyota Challenge

Vivid Marketing, a mobile experiential marketing agency located in Smyrna, GA, developed a concept and design for the “Toyota Out of Bounds Mountain” at the AST Winter Dew Tour. AST Winter Dew Tour is an action sports tour that consists of three major, multi-sport events spanning across the country, with a cumulative points system and a \$2.5 million competitive purse. As an event title sponsor, Toyota took advantage of the opportunity to bring together the athletes and the fans to the Toyota Out of Bounds zone. This display area has a total footprint of approximately 900 square feet with an interactive area inside of the mountain display. The outer structure of the mountain is fabricated using an entrance truss and wooden beams. The mountain was designed for two inflatable units to be mounted to the truss work, standing 35 feet in the air.



The interior of the display welcomes fans to participate in autograph sessions with the athletes, a custom airbrush bandana booth, athlete listening stations and a key-start program featuring Toyota’s FJ-Cruiser. Outside the Mountain, fans will find a 15-foot tall Plinko game and two custom Toyota Tacoma’s: the Blizzard Chamber cash box and Toyota Ski Patrol photo backdrop. Toyota Out of Bounds Mountain will travel to three AST Dew Tour events; Breckenridge, CO, West Dover, VT and Lake Tahoe, CA. The display components travel from city to city in two 53-foot trailers.