



UORA

Utah Off-Roaders Alliance

BUSINESSES • ORGANIZATIONS • GOVERNMENT

UORA's Mission

- Educating on responsible OHV recreation
- Promoting environmental stewardship of public land
- Encouraging safe & ethical outdoor recreation practices
- Supporting conservation of natural resources
- Fostering cooperation among:
 - recreational users
 - land managers
 - governmental agencies
 - local communities



SLOREX

- Utah's premier off-roading expo
- Attendance
 - 2024 36,000
 - 2025 29,000
 - 2026 30,000
- Tourism agencies
 - 2024 - 3
 - 2025 - 2
 - 2026 - 2
- Tourism vendor booths
 - 2024 - 14
 - 2025 - 10
 - 2026 - 8



SLOREX - Donated Booths

- Land owners agencies
 - 2024 - 4
 - 2025 - 5
 - 2026 - 4
- Local Clubs & Organizations
 - 2024 - 16
 - 2025 - 11
 - 2026 - 17



UORA & SLOREX

- UORA's largest annual fundraiser is SLOREX's raffle
- UORA coordinates land users round tables
- SLOREX donated \$17,000 in 2026 through the daily raffles
 - 2027 target is \$30,000



UORA/SLOREX Marketing

- Digital advertising campaigns
- Regional media partnerships
 - Outdoor recreation publications
 - Radio
 - Influencers
- SLOREX marketing budgets
 - 2025 - \$115,000
 - 2026 - \$111,000



How UT OHV Recreation Grant Helps

- UORA supporting marketing allows SLOREX to:
 - Build tourism partnerships
 - Showcase opportunities to recreate in Utah
 - Increase donation to UORA



How UORA Will Recognize UT OHVR Program



How UORA Will Recognize UT OHVR Program



SALT LAKE OFF-ROAD & OUTDOOR EXPO

RI Industries

4X4 • SIDEXSIDE • ATV • DIRT BIKES • OFF-ROAD GEAR • LAND USE

MARCH 5 & 6
FRIDAY 11-9 SATURDAY 9-8
MOUNTAIN AMERICA EXPO CENTER

ONE DAY PASS	TWO DAY PASS	KIDS 12 & UNDER
\$14	\$20	FREE

ONE GIVEAWAY ENTRY PER DAILY TICKET

- CELEBRITIES
- COOL RIGS
- PANELS
- GREAT GEAR
- PRESENTATIONS
- EXPO SPECIALS

OVER \$40K
IN GIVEAWAY PRIZES

SPECIAL THANKS TO UTAH DNR

Sponsors

Buy tickets at **SLOREX.COM**

Questions

