

EVENT
STREAMING



Spend 2022 where aftermarket auto buyers will see you!

69% of our audience will buy truck parts or products in the next 90 days.

43% build custom trucks for national shows.



Budget now and choose later.

You can secure a year's worth of events at a discount and choose your events later. You get the choice, and you also get the event coverage.

12 events for the price of 10. 2022 at your own discretion.

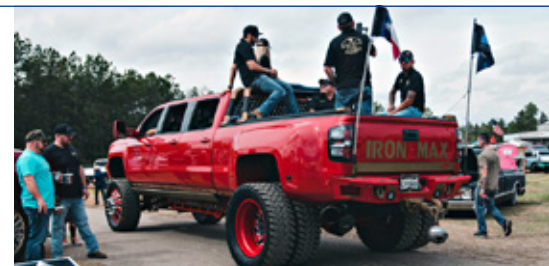
DW 2022 Events Calendar

Lone Star Throwdown

Lone Star Convention Center

Conroe Texas | Feb 25-27, 2022

One of the largest truck shows in the country, and likely the world, goes down in Conroe Texas every February. Lone Star Throwdown is the show to be at for any show truck enthusiast and it draws tens of thousands of attendees and trucks from all over. DW will be there, concentrating on all the hottest diesel-powered builds at the show.



Fullsize Invasion - Sand Hollow Event

Sand Hollow State Park

Moab, Utah | April 4, 2022

With the popularity of Jeeps and Side-by-Side's in today's off-road scene, drivers of all other vehicles tend to be outsiders. This niche is part of a very large demo. Fullsize Invasion looks to fix this by bringing larger vehicles into the mix. The FSI group now hosts 5+ annual events with several trail rides per, at some of the West's most epic off-road areas. Diesel World has been covering FSI's off-road action at their Sand Hollow Utah event, streaming every day!



Golden State Diesel Fest Sacramento

Sacramento Raceway Park

Sacramento, California | April 9, 2022

Deep in NorCal truck country, this show combines diesel drag racing and dyno competitions with a come-all show 'n shine. It has something for every diesel enthusiast. That's just why Diesel World covers it every year.

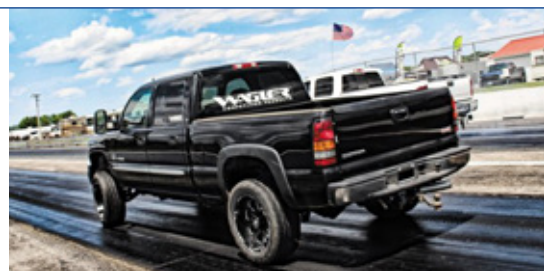


Farm Truck and AZN Daily Driver Drags

Wagler Motorsports Park

Lyons, Indiana | May 28, 2022

In 2021, Farm Truck and AZN from the immensely popular Street Outlaws show held a race at Wagler Motorsports Park, but it wasn't your normal race, it was the race of the Daily Drivers. People showed up from all around to race their dailies. DW will be there to catch all the behind the scenes action.



Ultimate Callout Challenge

Lucas Oil Raceway

Indianapolis, Indiana | June 3-5, 2022

Drag racing, dynos, sled pulls—the UCC is the Super Bowl of diesel. The word “action” is no exaggeration for the spectacles of explosions and pulls here.

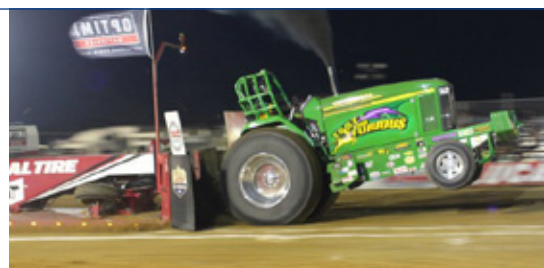


Scheid Diesel Extravaganza

Wagler Motorsports Park

Lyons, Indiana | Aug 26 2022

You already know that Scheid is THE fun show for enthusiasts. It has dyno, burnout pits, drag racing, pulling, and regular streams of thousands of visitors and hundreds of trucks.



Weekend On The Edge

Salt Lake City, Utah | Sep 17, 2022

Weekend on the Edge (WOTE) is an annual event celebrating all things diesel. Traditionally held at the Weber County Fairgrounds in Ogden, Utah WOTE brings a full-featured event with a truck show, dyno competition, and the crowd favorite, sled pulls. Weekend on the Edge is bringing together the biggest, baddest and most powerful diesel trucks in the west.



Wagler Fall Nationals

Wagler Motorsports Park
Lyons, Indiana | Sep 30, 2022

The Wagler Fall Nationals wrap up the year for most sled-pullers, and with a \$10K payout at stake, the event draws pullers and fans from nearly everywhere.



Truck Mania

Sacramento Raceway
Sacramento, California | Oct 7, 2022

Truck Mania puts all its energy and passion right there in its name. As the biggest truck event in the West, it has everything: sled pulls, drag racing, donuts, burnouts, dyno competitions, and a full Show 'n Shine for thousands of attendees.



Blackout in the Country

Woodbury, Tennessee | Oct 15, 2022

Dirt drags, sled pulls, dyno competition, burnout pit. A big Tennessee favorite, each year the grounds around Beans Diesel Performance jam packs with trucks and diesel enthusiasts ready for a day of fun.



SEMA 2022

Las Vegas Convention Center
Las Vegas, Nevada | Nov 1-4, 2022

The can't-miss auto trade show where key auto manufacturers, specialty parts businesses, and global buyers meet. DW can bring your company where all of SEMA—71,000 buyer companies, 3,300 media reps, and visitors from 140 countries—and our DW audience at home can see it. It's time to put your company in front of them all.



PRI Expo

Indiana Convention Center

Indianapolis, Indiana | Dec 8, 2022

The PRI Expo is America's premiere racing industry trade show. It has all of auto racing and new auto tech under one roof, where manufacturers and service providers can find them. That's why PRI is the epicenter of performance racing, and why Diesel World brings it to readers through articles and event streams.



Annual Sponsorship Packages

Standard Package » **\$7,500**

- Your logo stays on-screen during the event stream, rotated alongside other sponsors
- Your video ads play during down times in the stream
- Chance for at least a 3-minute interview with your rep during the stream
- Your company receives mention in all promotional posts

Custom 5-Minute Interview Package » **\$7,500**

or

Custom 15-Minute Interview Package » **\$12,500**

- You get 5 or 15 minutes to talk with our staff at your booth—you choose the topic, product, project, or anything else that'll convince our followers that your brand is the one they should buy from
- You choose the topics and discuss it with our reps prior to recording
- You decide if you'd rather our staff discuss your brand without your rep
- Your logo appears on-screen during our social media replays (your company is tagged in those posts)
- You receive the interview video file after the show
- Your interview appears to over 1 million viewers via our social media, YouTube, and other outlets

Standard + Highlights & Web Article Package » **\$25,000**

- You receive the whole STANDARD package

PLUS:

- Your logo appears on all event highlight videos (and social posts) for a month after the event. These posts see 2-10x more eyes than the streams themselves
- Your company and product receives a written profile by Diesel World staff, posted on DieselWorldMag.com and promoted via social media

Standard + Social Campaigns Package » **\$35,000**

- You receive the whole STANDARD package

PLUS:

- You pick the content for 3 Facebook posts for our thousands of followers
- You pick the content for 3 Instagram Story posts for our thousands of Instagram followers
- You receive 2 “New Product” placements in our weekly newsletter, Diesel News

Presented By Package » **\$50,000**

- “Event Stream Presented by [YOUR BRAND],” plus your logo, stays on screen at all times
- Your company name will be part of all promotions before and during the event
- Your video ad plays during down times in the stream
- Your brand receives 2X the ad spots compared to other sponsors
- The chance for 3 separate 3-minute interviews with your rep at the venue
- Your name appears in our weekly newsletter, Diesel News, during all event promotions
- “Event Stream Presented by [YOUR BRAND]” will appear in the print and web event recap articles
- You pick the content (your newest sale or part) for 5 promotional posts through Diesel World social media, unrelated to the event

Note: Streams will be live when service allows. Whenever service doesn't allow, the event stream will be posted the following day during optimal viewing times.



For more details, please contact:

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