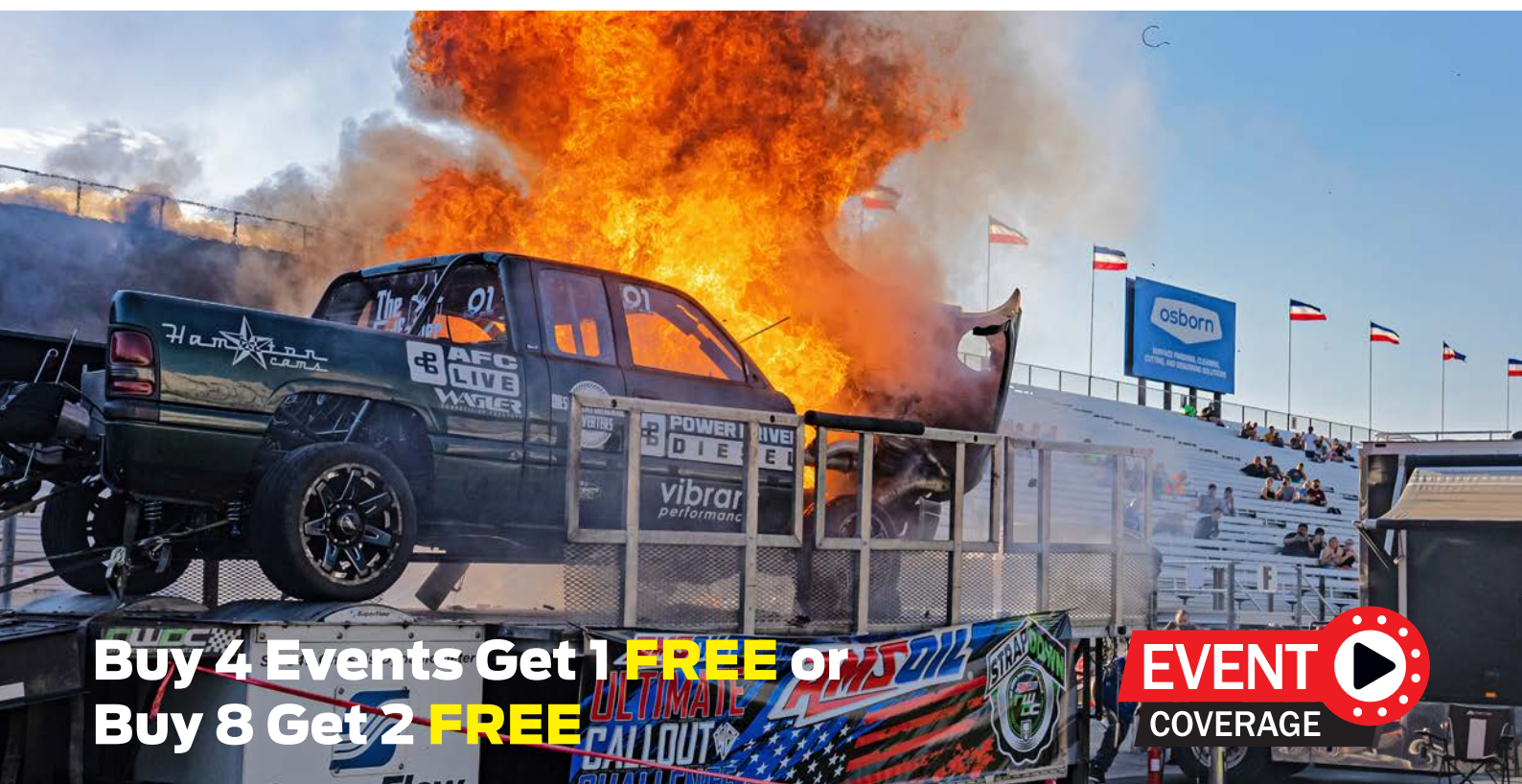


2023

Event Broadcast Schedule

DIESEL **WORLD**



Buy 4 Events Get 1 FREE or
Buy 8 Get 2 FREE

EVENT
COVERAGE

Our team of editors, photographers and videographers attend events all year long. We cover these events in our magazine, on our website and through broadcast video on Motortopia.com and YouTube.com. Our videos average 50,000 views and can put your brand in front of potential customers for months after an event has happened. Our broadcast video coverage is another tool in your marketing kit to reach existing and new customers in an affordable manner. The Diesel World network offers your brand multiple avenues to reach your customers – print advertising, digital advertising, broadcast event sponsorships and our own events.

Lone Star Throwdown



Lone Star Convention Center

Conroe Texas | Feb 24-26, 2023

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. Diesel World will be there, concentrating on all the hottest diesel-powered builds at the show.



Golden State Diesel Fest Sacramento



Sacramento Raceway Park

Sacramento, California | April 28-29, 2023

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.



Ultimate Callout Challenge



Lucas Oil Raceway

Indianapolis, Indiana | June 2-4, 2023

Diesel drag racing, dynos, sled pulls—the UCC is truly the ultimate diesel performance competition. The word “action” is no exaggeration for the spectacle of competition that takes place.



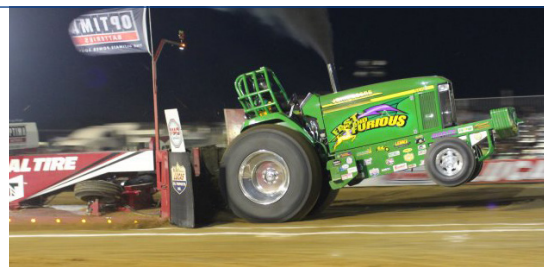
Scheid Diesel Extravaganza



Wagler Motorsports Park

Lyons, Indiana | August 25-26, 2023

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



Flog Fest



Washington County Fairgrounds

Hurricane, UT | Sept, 2023

Flog Fest knows that diesel community is important, and so they offer fans their favorite fun: perfect trucks, show 'n shines, burnout competitions, and a full classic car show in Hot Rod Alley! The Fest is where these fans want to be. That's why Diesel World is broadcasting Flog Fest to anyone, anywhere. Put your brand right where diesel buyers are already watching.



Weekend On The Edge



Salt Lake City, Utah | Sep , 2023

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 brings together the biggest, baddest, and most powerful diesel trucks in the west.



Wagler Fall Nationals



Wagler Motorsports Park

Lyons, Indiana | Sept 29-30, 2023

The Wagler Fall Nationals is the season wrap-up 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 7-8 , 2023

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.



SEMA 2023



Las Vegas Convention Center

Las Vegas, Nevada | Oct 31-Nov 3, 2023

The automotive aftermarket industry's biggest, most exclusive week-long event. We are on-site to bring you the newest products, signature builds, celebrities, plus a couple-thousand custom vehicles.



PRI EXPO



Indiana Convention Center

Indianapolis, IN | Dec 7-9, 2023

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 broadcasts.





PACKAGES

Standard Package » \$750

- 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 » \$750

Or

Custom 15-Minute Interview

Package » \$1,250

- 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 » \$2500

- 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 broadcasts 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 » \$3,500

- 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 » \$5,000

- "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

For further details, please contact:

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