

DIESEL WORLD & *Street Trucks*

proudly presents...

Our 2021 Live Event Series



For the first time, the nation's premier truck events are just a click away. **For everyone.**

Nothing's quite as thrilling as a live event. But getting to all the truck events scheduled around the country is a logistical challenge, even for truck enthusiasts who love to drive.

Coronavirus sucked, but it proved there really is a next-best-thing-to-being-there. During 2020, our trusty **Diesel World** and **Street Trucks** crews teamed up with tracks, live events organizers, and loyal sponsors to bring our fans the trucks they craved. We all learned to work together so that the shows could go on, even during the pandemic's loneliest days.

With your support, we will continue our live event coverage in 2021. We hope to see our fans and sponsors live and in person at least some of the time. But those times they can't be there with us IRL, we're delighted for them to join us from the comfort of their homes and garages.



How It Works

Our Diesel World and Street Trucks teams run live feeds through most of the event—whether it be the races, custom truck closeups, behind-the-scenes coverage, exclusive interviews, evening cruises, or other kinds of excitement.

After the event, our fans get unlimited access to live footage archives, as well as highlight reels and both print and digital articles.

Events sponsors get the opportunity to build their reach far beyond the attendees who can be at the show in real life. Any truck enthusiast who watches the live feeds or the highlights will get to know — and appreciate — your brand.

Reach & Engagement

Feeds go live on Diesel World's or Street Trucks Facebook and YouTube pages. Events relevant to both audiences go live on both brands' digital platforms.

Diesel World Facebook:
340,000 followers

Street Trucks Facebook:
907,000 followers

Street Trucks YouTube:
More than **10,000** followers

BONUS: For each event, we can stream to up to 30 additional pages — including your brand's page if you'd like. (First come, first served.)



2021 Events Calendar

February 26-28, 2021

Lone Star Throwdown Conroe, Texas

StreetTrucks

Street Trucks teams up with the Lone Star Throwdown to kick off our 2021 events year.

Feed begins at 10am, Saturday and continues through Sunday afternoon.

More than 100,000 views expected.



March 6, 2021

KC Turbos Ultimate Truck Showdown Firebird Raceway, Phoenix, AZ

**DIESEL
WORLD**



From Firebird Raceway in Phoenix, this is the inaugural event for KC Turbo's in a location that has long proven successful in diesel truck country. It's also the inaugural event for the new HoleShot Series, presented by the owners of Ultimate Callout Challenge. The HoleShot Series is designed to bring diesel motorsports back to the western US.

2000+ expected attendees. More than 200,000 expected viewers.

March 12-13, 2020

Mini Truck Nationals Maggie Valley, NC

StreetTrucks

Street Trucks is teaming up with the Mini Truck Nationals to bring truck enthusiasts what they crave: custom trucks and cruising! For two days, we will stream the largest, sold-out mini-truck inspired event in the country. Live streaming includes owner interviews all day, commentators describing the action, live coverage of the awards ceremonies, and live coverage from the world-famous cruise/drag session down the street of downtown Maggie Valley on Saturday night.





March 20, 2021

Fullsize Invasion - Moab EJS

Moab, UT



Easter Jeep Safari sells out Moab every year as Jeeps jam the trails. Fullsize Invasion brings larger vehicles into the mix. We'll shoot this live feed from Vendor Row, also checking in with several of our videographers out on the trails with the Fullsize Invasion crew. On top of all the off-road action we'll be interviewing drivers, celebrities, vendors, and more.

200,000 expected viewers. We will interview and showcase any sponsor that is attending.

April 24, 2021

Diesel World vs Street Trucks LIVE

Sacramento, CA



Street Trucks is teaming up with Diesel World to host the first-ever Diesel World vs. Street Trucks coast-to-coast rivalry. We're gathering in Northern California's truck country to bring truck enthusiasts exactly what they crave, directly to their computers, TV's and mobile devices. Now gearheads can live the custom truck lifestyle from the comfort and safety of their homes. Live one-on-one interviews, coverage of the racing, walk-arounds through the show and shine area, coverage of the burnout contest and so much more!

Both Street Trucks and Diesel World will be live stream the entire event, including owner interviews all day, walk around of the entire event, industry-related commercials, drag racing, burn-out contest and live coverage of the awards ceremonies.

More than 300 trucks competing. 2000+ attendees. 200,000 expected viewers.

May 1, 2021

Diesel World Drags, aka The COVID 660

Wagler Motorsports Park, Lyons, IN



This event made history in May 2020, when we pulled off the first diesel event after the coronavirus lockdown. The first event was closed to the public. Nevertheless, it drew 60 nationally known diesel competitors and 270,000 live stream views. In 2021, this one-of-a-kind event will be open to the public.

1000 expected attendees. More than 200,000 viewers expected.

May 1-2, 2021

Battle In Bama
Mobile, AL



StreetTrucks

Coming to you live from the USS Alabama Battleship Memorial park in Mobile, AL, we will stream the nation's only custom-truck inspired event at this historical landmark.

More than 100,000 views are expected.



May 21, 2021

Ultimate Callout Challenge
Indianapolis, IN



This is diesel's Super Bowl, but better—drag racing, dyno competition, sled pulls, and a massive vendor row. The best of the best in diesel performance meet up in Indy to see who comes out on top and even break a few records. Big fiery explosions, quick times, and some seriously aggressive pulls are the norm for UCC. We'll be streaming mostly from behind the scenes — following drivers' campaigns and interviewing drivers, vendors, and more. And, we'll serve up highlights of the on-track action.

15,000 attendees. 250,000+ views expected.



May 21-22, 2021

Relax In The Park
Lemay, MO 63125



StreetTrucks

Relaxed Atmosphere brings you a multi-day show in the heart of the Midwest, St. Louis, Mo. Catering to all vehicles from lifted and lowered trucks, to imports and hot rods. Family orientated with all the thrills of downtown just 15 mins away.

Feed begins at 10am, Saturday and continues through Sunday afternoon.

Over 100,000 views are expected!





June 4, 2021

Outlaw Diesel Revenge

Xenia, OH



When the legendary diesel drag racing crew at Firepunk Diesel host an event, you know its going to be a great day of racing. All the biggest and most serious diesel racers make it out to this event. Some of the best drag racing action each year happens here.

1500 estimated attendees, 200,000+ views expected.

Date TBD

Randy's Transmissions Dyno Day

Location TBD



Dyno, car crushing, burnouts, donuts, and general craziness prevail. Back in 2019, Randy's Transmission Super Amazing Dyno Day surprised everyone. Everyone knew Randy would do some epic stuff, Randy being Randy. But no one expected all the car crushing, drifting, burnouts, plus the action on the dyno. Having missed the action last year because 'rona, Randy's 100,000 followers are more than ready for more of his antics. He's become a sort of celebrity in the diesel world, and this status will bring more eyes to our feed than other similar events.

1000 attendees estimated. 150,000+ views expected.



July 10, 2021

East vs West

Location TBD, Texas



Street Trucks once again joins forces with Diesel World to host the second stage of the Street Trucks vs. Diesel coast-

to-coast rivalry. Live one-on-one interviews, coverage of the racing, walk-arounds through the show and shine area, coverage of the burnout contest and so much more!

Both Diesel World and Street Trucks will live stream the entire event including owner interviews all day, walk around of the entire event, industry-related commercials, drag racing, burn-out contest and live coverage of the awards ceremonies.

More than 200,000 views expected.



August 27, 2021

Scheid Diesel Xtravaganza
Wagler Motorsports Park, Lyons, IN



You're in the industry. You know it. This is the BIG fun show for enthusiasts. Over its tenure, the Scheid Diesel Xtravaganza has averaged 15,000 attendees and hundreds of trucks. Get ready for dyno, burnout pit, drag racing, sled pulling, and show 'n shine. This year will be the second year SDX happens at Wagler Motorsports Park. Those who can't make it out to the rural setting will be itching for the live feed.

More 15,000 live attendees expected. 250,000+ views expected.



September 4, 2021

Diesel World vs Street Trucks Series Finale
Location TBD, Florida



It's a fantastic, Florida finale, y'all. Street Trucks once again teams up with Diesel World to host the final stage of the Street Trucks vs Diesel coast-to-coast rivalry. It's all the gasser and diesel action any truck enthusiast could ever want—live streamed directly to their computers, TV's and mobile devices. Live one-on-one interviews, coverage of the racing, walk-arounds through the show and shine area, coverage of the burnout contest and so much more!

More than 200,000 views expected.

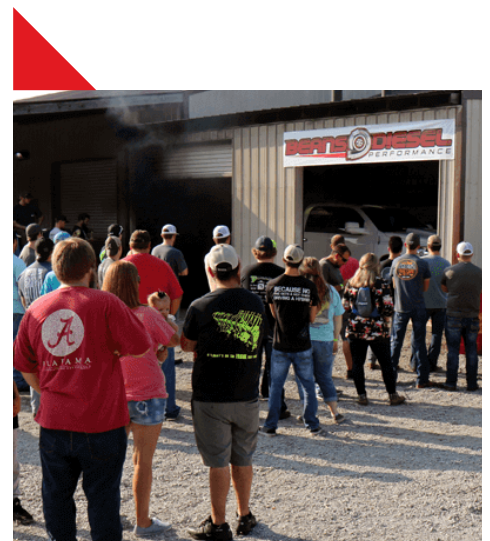
September 4, 2021

HoleShot Series
Idaho



Created by the owners of Ultimate Callout Challenge Dyno, the HoleShot Series is designed to bring diesel performance events back to the western US. There's a slew of health payouts on the line for 2021, which guarantees some great drag racing action!

1500 attendees expected. 150,000 views expected.





September 11, 2021

DIESEL WORLD WEST, LIVE

Spokane Raceway, WA



Since the cancellation of one of the industry’s favorite events (Hunting 4 Horsepower in nearby Coeur d’Alene), the Spokane valley and surrounding areas have been itching for a truck event. Now, we’ve got one in the heart of the Pacific Northwest’s truck country. Part of the HoleShot Series, racers will compete for more than \$20,000 in payouts. Featuring drag racing, dyno competition, dirt drags, Show ‘n Shine, gas vs diesel drags.

2000 expected attendees. More than 150,000 views expected.

September 17, 2021

Hardway Sunshine Showdown

Holt, Florida



Some of the nation’s fastest and most dedicated drag racers—both gas and diesel—are headed down to Emerald Coast Raceway for a weekend of serious racing. This is one of the last stops on the ODSS racing schedule.

2000 attendees expected. 200,000 views expected.



September 25, 2021

HoleShot Series Finals

Location TBD



More diesel drag racing action hits the Western US as competitors compete for big payouts.

3000 attendees expected. 200,000 views expected.



Date TBD

Truck Mania Sacramento Raceway



This is the West's largest truck events, and it features drag racing, sled pulls, tough truck course, donut/burnout area, dyno competition and Show 'n Shine.

400 trucks and 5,000 attendees expected. 200,000 views expected.



October 2, 2021

Wagler Fall Nationals Wagler Motorsports Park, Lyons, IN



Fans love sled pulls! The Wagler Fall Nationals wraps up the year for many pullers. And, with a \$10,000 payout on the line, many pullers make the trip to compete. 2020's feed saw 100,000 views, with the highest engagement from viewers we've seen yet.

100+ trucks and tractors expected. 100,000+ views expected.

October 9, 2021

Blackout In The Country Woodbury, TN



On the lineup: dirt drags, sled pulls, dyno competition, burnout pit. Each year trucks and diesel enthusiasts pack the grounds around Beans Diesel Performance for this Tennessee favorite.

More than 2500 attendees expected. 200,000 views expected.



Date TBD

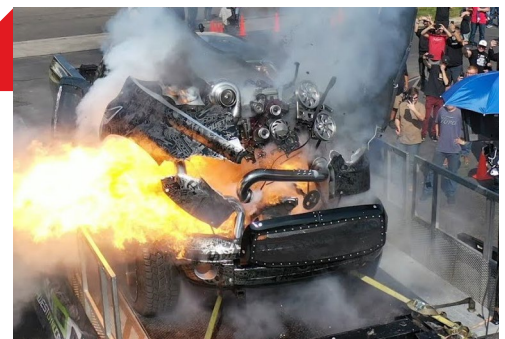
Diesel World Live (working title)

Location TBD, Texas



Drag racing, dyno competition, dirt drags, burnout/donuts, Show 'n Shine. Tentative location of Ennis TX. Location chosen based on previous long running successful diesel events at this venue. Late year event with no like events scheduled, traffic on feed and through the gates should be high. Texas is truck country! Part of the Hole Shot Series racers will be competing for a chance at over 20k in payouts.

400+ trucks expected. 3k attendance. 250k+ views.



Meet Our Live Events Team

This isn't be your standard "random guy with a cell phone walking around an event" feed. We have multiple camera operators, as well as professional interviewers and commentators. We've invested the equipment required to seamlessly transition from camera to camera, offering a more enjoyable viewing experience.

Diesel World Team Lead: Adam Blattenberg

Adam has spent his entire professional career in the automotive aftermarket industry. Starting at a small truck shop out of High School, turning wrenches, to a Dodge dealership and eventually doing marketing and sales for a few diesel performance parts manufacturers before coming to Diesel World. With experience in all area's in the industry, and a true passion for anything with an engine Adam brings a wide knowledge base to the table. He knows what industry professionals need, as well as their customers, because he's been in each of their shoes. Adam can make just about anything happen.



Street Trucks Team Lead: Chris Hamilton

Chris spent many years in the publishing industry, and custom trucks has been a major part of his life. Trucks that drag frame were just part of growing up for Chris and documenting the truck industry has been his passion for years. Chris has owned some, helped build some and is known to spend his weekend photographing others for as long as he can remember. He's a true enthusiast that is proud to represent an industry, and someone you can count on.

SPONSORSHIPS

Diesel World ▶ Individual Live Stream Sponsorships

Standard Package » **\$750**

- On-screen logo displayed, rotated out regularly with other sponsor logos
- Minimum 5 Social Media promotional posts on DW's Social Pages
- Ads read, and/or video ad's played during down times.
- In addition to our pages, the Live stream can run on your FB page and/or YouTube page

Diesel World Presented By Sponsorship » **\$4000**

- Includes all deliverables from Standard Package plus
- Logo stays on screen at all times except during other sponsor video ads
- Company name mentioned whenever event is promoted or when mentioned during event
- Additional five social media posts
- Inclusion in Diesel World Newsletter for three weeks prior to event
- In addition to our pages, the Live stream can run on your FB page and/or YouTube page

Diesel World Live Feed Packages:

- All 2021 Live Streams Standard Sponsor » **\$9000**
- All 2021 Live Streams Presented by » **\$50,000***

Sponsor five events or more, receive 10% off total.

*May not be available for select Diesel World Hosted Events with existing Presented By Sponsor.

Diesel World ▶ Hosted Event Sponsorships

NOTE: All our Hosted Event Sponsorships come with live feed sponsorship at no cost.

Standard Package » **\$1000**

- Unlimited sponsorships available
- Live Feed: On-screen logo displayed, rotated out regularly with other sponsor logos
- Live Feed: Video ad's played during down times.
- Minimum 5 Social Media promotional posts on DW's Social Pages
- Up to 20 of your banners placed around venue in high traffic and high visibility areas.
- Inclusion in Diesel World's event recap article (print and dieselworldmag.com distribution)

Presented By Sponsorship » **\$5000**

- Only one sponsorship available per event
- Includes all deliverables from Standard Package plus
- Live Feed: Logo stays on screen at all times except during other sponsor video ads
- Up to 8 feather flags strategically placed around venue and to be visible on live feed
- Company name mentioned whenever event name is mentioned “Diesel Days Presented by Joes Turbos”
- Additional five social media posts
- Twice the banner placements of any other package (for Diesel World events only)
- Inclusion in Diesel World Newsletter minimum three times
- Logo on all trophies

Race Class Sponsor » **\$1500**

- Seven sponsorships available per event
- Includes all deliverables from the Standard Package plus
- Company mention whenever your class runs or is mentioned
- Logo on class trophy for winner

Burnout Box Sponsor » **\$2000**

- Only one sponsorship available per event
- Includes all deliverables from Standard Package plus
- Company mention whenever someone enters the burnout box
- Two feather flags placed beside the burnout box

Official Drag Lane Sponsor » **\$2500**

- Only two sponsorships available per event
- Includes all deliverables from Standard Package plus
- Company mention whenever your sponsored lane is mentioned
- Up to 3 feather flags placed beside your lane

Dirt Drags Sponsor » **\$2500**

- Only one sponsorships available per event
- Includes all deliverables from Standard Package plus
- Company mention whenever dirt drags are mentioned
- Up to 4 feather flags placed beside lanes

Burnout/Donut Area Sponsor » **\$2500**

- Only one sponsorships available per event
- Includes all deliverables from Standard Package plus
- Company mention whenever someone enters the burnout/donut area
- Up to 4 feather flags placed beside the burnout/donut area

- All 2021 DW Events Standard Sponsor » **\$3500 (\$500 off)**
- All 2021 DW Events Presented by » **\$18,000 (\$2000 off)**

► Hosted Event Sponsorships

Hosted Event - Wristband Sponsor » **\$2500**

- Exclusive Logo printed on all show truck owner and spectator wristbands
- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article
- Logos and 30-sec commercial included in Street Trucks recap video

Hosted Event

- Awards Sponsor » **\$2500**

- Logo displayed on banner behind award ceremony
- Logo on all truck show awards
- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article
- Logos and 30-sec commercial included in Street Trucks recap video
- Feather flags visible at awards stage (Feather flags must be provided, a return shipping label is needed for return.)

Hosted Event

- Burnout Box Sponsor » **\$2500**

- Logo displayed on banner behind burnout box
- Logo on burnout vehicle windshields (please provide 50 large windshield decal logos)
- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article
- Logos and 30-sec commercial included in Street Trucks recap video
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)

Hosted Event - Official Tire Sponsor » **\$1500**

- Logo displayed on banner behind burnout box
- Logo on burnout vehicle windshields (please provide 50 large windshield decal logos)
- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article
- Logos and 30-sec commercial included in Street Trucks recap video
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)

Street Trucks ▶ Live Stream Sponsorships

Live Stream - Standard Package » **\$1000**

- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article
- Logo included in Street Trucks recap video

Live Stream - Camera 1 Interview Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on camera 1
- Company mention during owner interviews on camera 1
- Company mention during award announcements
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - Camera 2 Interview Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on camera 2
- Company mention during owner interviews on camera 2
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - AM Walk Around Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during AM 1-hr walk-around
- Company mention during AM 1-hr walk-around
- Company mention during award announcements
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - PM Walk Around Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during PM 1-hr walk-around
- Company mention during PM 1-hr walk-around
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - Award Presentation Sponsor » **\$2500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during awards ceremony
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - Street Trucks vs Diesel World Drag Race Sponsor » **\$2500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during Gas vs Diesel exhibition class
- Company mention during Gas vs Diesel exhibition class
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Live Stream - Presented By Sponsor » **\$5000**

- Includes all deliverables from Standard Package plus
- The logo stays on screen at all times except during other sponsor video ads
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Company name mentioned whenever the event is promoted or when mentioned during event
- Inclusion in Street Trucks Newsletter from now until the event and for 2-weeks after
- Logos and 60-sec commercial included in Street Trucks recap video

Street Trucks ▶ Hosted Event Sponsorships

Standard Package » **\$1000**

- On-screen logo displayed, rotated out regularly with other sponsor logos
- Ads reads randomly during interviews
- Video ads played during commercial breaks
- Your provided banners placed in Street Trucks production booth
- Inclusion in Street Trucks event recap article

Camera 1 Interview Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on camera 1
- Company mention during owner interviews on camera 1
- Company mention during award announcements
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Camera 2 Interview Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on camera 2
- Company mention during owner interviews on camera 2
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

AM Walk Around Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during AM 1-hr walk-around
- Company mention during AM 1-hr walk-around
- Company mention during award announcements
- Feather flags visible at Street Trucks production booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

PM Walk Around Sponsor » **\$1500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during PM 1-hr walk-around
- Company mention during PM 1-hr walk-around
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Award Presentation Sponsor » **\$2500**

- Includes all deliverables from Standard Package plus
- Company Logo larger than others on screen during awards ceremony
- Company mention during award announcements
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Logos and 30-sec commercial included in Street Trucks recap video

Presented By Sponsor » **\$5000**

- Includes all deliverables from Standard Package plus
- The logo stays on screen at all times except during other sponsor video ads
- Feather flags visible at Street Trucks commentator booth (Feather flags must be provided, a return shipping label is needed for return.)
- Company name mentioned whenever the event is promoted or when mentioned during event
- Inclusion in Street Trucks Newsletter from now until the event and for 2-weeks after
- Logos and 60-sec commercial included in Street Trucks recap video



For further details, please contact:

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Diesel World Magazine
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