

**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.

ST 2022 Events Calendar

Grand National Roadster Show

Pomona Beach, California | Jan 29, 2022

Here's where your company gets thousands of eyes for new leads, thanks to the 500 show vehicles competing and another 700 vehicles watching. Auto enthusiasts and surefire buyers will arrive for 72nd year of the Roadster show, the longest-running indoor car show on the globe. Your brand converts only after they can all see you.



Amelia Island Concours d'Elegance

Amelia Island, Florida | Mar 5, 2022

After three decades, the Concours d'Elegance keeps pulling the auto enthusiasts who build to match their passion. It draws over 300 rare vehicles to the Golf Club of Amelia Island, and the collectors who bring them know—and buy—all things auto. That's why this is a can't-miss event for savvy auto vendors.



Goodguys Spring Nationals 2022

WestWorld of Scottsdale | April 17, 2022

This show is the magnet for auto enthusiasts across the Southwest—it has the muscle cars and vintage trucks they work to restore and customize. That's why aftermarket manufacturers also arrive to place their new products where their next buyers see them. Goodguys just allowed American-made rides built up to 1987 to attend. For 2022, you can expect an even larger pool of restoration-minded enthusiasts.



Salt Lake Nationals

Utah State Fairpark | May 22, 2022

Auto vendors attend Salt Lake Nationals because the show has the guests who will buy to improve their cars. Those cars include hot rods, custom builds, muscle cars, classic trucks, and more—Nationals has them all for three full days. Put your brand beside the Thunderfest Vintage Dragster Exhibition, Builder's Choice Awards, and the racing competition, where the vintage enthusiasts are.



Hot Rod Power Tour - Part 1

Memphis TN, Alabama | June 13, 2022

The 28th Annual HOT ROD Power Tour is heading south for 2022. Starting Monday, June 13 and running through Friday, June 17, the world's largest traveling car show will begin its 1,000-mile journey through the small towns of the American South. Over 3,500 cars of all types participated in HOT ROD Power Tour 2021, exploring the heartland of hot rod country in the American Midwest.



Southwest Street Rod Nationals

Oklahoma City, Oklahoma | July 8, 2022

This cool classic truck event is Oklahoma's largest outdoor gathering of automobiles and street rods. A full weekend of activities including auto exhibits and shows, swap meet, arts and crafts, live entertainment, and much more. The Southwest Street Rod Nationals features more than 1,900 specialty automobiles from all over the southwest and other areas of the United States and Canada.



Hot Rod Power Tour - Part 2

Pensacola FL, Atlanta GA | July 10, 2022

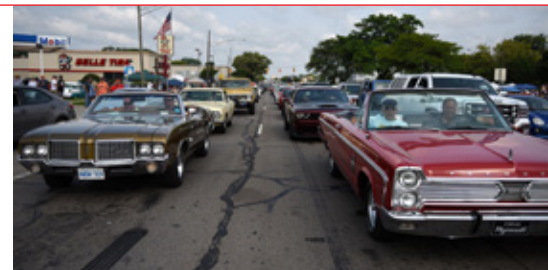
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Woodward Dream Cruise

Detroit, Michigan | Aug 21, 2022

More than 40,000 muscle cars, street rods, custom builds, and collector vehicles drive the Dream Cruise. Their owners want each other's company and to spot the newest restoration trends. Attracting over 1 million visitors, the cruise moves through nine communities around Oakland County, Michigan, before ending up in Detroit, the birthplace of American cars.



International Auto Show

Las Vegas, Nevada | Sep 11, 2022

At the Show, customized vehicles and their parts are the main draw. This show and its 350 new cars, trucks, and SUVs aren't only for looking, though. Guests also have the chance to test-drive the new models around Vegas for themselves. The hardware and parts on display have hands-on experience from these potential buyers.



Telluride Festival of Cars & Colors

Telluride, Colorado | Sep 25, 2022

For Telluride, auto enthusiasts from everywhere convene to see well-crafted vehicles and learn about the tools that make them happen. Cars and their craft receive top billing, but motorcycles and aircraft feature also. They all need top-tier parts to build and maintain them. That's why enthusiasts of all makes don't miss the Telluride Festival.



OC International Auto Show

Orange County, California | Oct 8, 2022

This event puts auto buyers and fans in the Anaheim Convention Center. They all want to see the vehicle customizations that they're missing. And so the show gives them vehicle displays and performances: off-road obstacle courses and EV test drives. Everyone at the OC International Auto Show comes there to try out the best of the auto market for themselves.



Southeast Street Rod Nationals

Florida State Fairgrounds, Tampa | Dec 2, 2022

This Tampa event gives spectators the chance to touch and test the vintage vehicles they might build for themselves. Participating cars have the latest disc brakes, AC systems, cruise control, and steering. In 2022, they'll also have an all-time high for audience size.



Street Trucks Show Off

Auto Metal Direct, Gainesville, GA | Dec 10, 2022

This show-and-shine event will bring the best-looking, best-performing trucks in America right to Gainesville. It's the biggest automotive expo in town, and it's sure to draw not only the local spectators and businesses, but the national digital viewership that Street Trucks can guarantee for all its hosted events.



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

Annual Sponsorship Packages

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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