

Diesel Power Challenge

2011 Overview, deliverables and media impressions



What is Diesel Power Challenge?

- Brace yourself. You're about to experience the most powerful, capable, and technically advanced diesel trucks on the planet. We call it Diesel Power Challenge, and our event brings 15 trucks together to battle in six torturous tests. The Diesel Power Challenge is the only place on earth you'll find this caliber of Power Stroke, Cummins, and Duramax mills competing on the dyno, dragstrip, highway, and sled pulling arena.
- We begin our quest each year by inviting Diesel Power readers from all over the world to enter their rigs in our three-day event. From the submissions we receive, we pick five Fords, five Dodges, and five Chevys or GMCs and instruct the contestants to assemble in a central location for our private event.
- Yet, unlike other motorsports, the Diesel Power Challenge is as much a science lab as it is a competition. Our goal is to find the reader with the most versatile diesel-powered truck, and because of that, we have very few rules. The rules we do have are simply intended to keep this a competition of real trucks. To that end, we require competitors run the same tires for the entire event. They are welcome to use any street-legal tire they wish, but they have to run whatever tire they choose for all five events. On top of that, they need to bring a vehicle that is registered and insured and is able to drive more than 100 miles on public roads and highways.
- Almost sounds easy, right? Hardly! But it is the best test of man and diesel-powered machine in North America, and one that we're honored to share with you.
- **2011 Dates: 3-5 May, Denver, CO**
- Exclusive category sponsorship: \$10,000

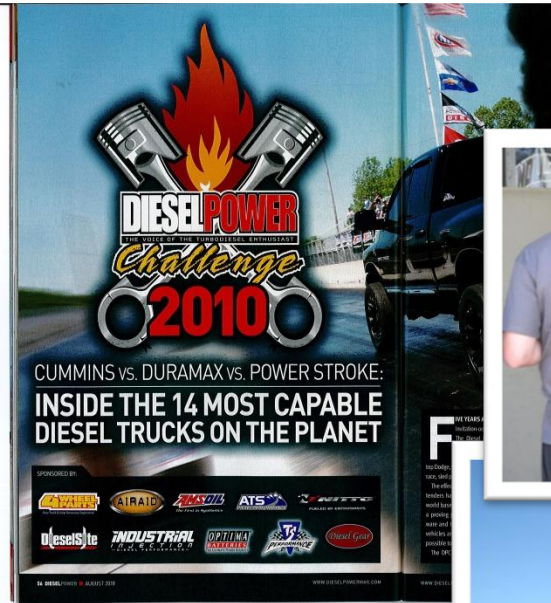
Six grueling tests of man and machine:

1. ¼ Mile: lowest elapsed time
2. 1/8th Mile with 10,000 lb trailer pull: lowest elapsed time
3. 60-0 Braking: shortest distance
4. Chassis dynamometer: highest torque
5. 100 mile road course: lowest fuel consumption
6. Sled pull: distance



Sponsor deliverables

1. Sponsor logos prominently displayed on all magazine coverage (Sep, Oct, and Dec issues, min 60 pages total)
2. Rights to use event logo on all marketing materials, including print ads, packaging, website, and apparel
Possible event branded product naming rights, i.e. Mickey Thompson's Baja Claw TTC edition tire.
3. Sponsor banners installed at event for print, web, and DVD coverage (supplied by sponsors)
4. Sponsor logo on uniforms worn by competitors and staff
5. Thirty second commercial spot on DVD – supplied by sponsor
6. Sponsor interview or product demonstration on DVD
7. Sponsor logo on print ads in magazine (full page 12x)
8. Sponsor logo on DVD and packaging
9. 100 copies of DVD for marketing use – more available
10. Sponsor supplied decals on competitor's vehicles (with owner's approval) no logos allowed that compete with event sponsors
11. HD event video footage available to sponsors for marketing use by request
12. Sponsor branded truck / trailer / race vehicle positioning at venue and possible "demonstration"
13. Dedicated event web page and DART – served logo link direct to your site from event page at dieselpowermag.com



Media Impressions

- Diesel Power magazine (editorial / promo ads): 2 Million +
- Dieselpowermag.com: 300,000 est.
- DVDs: 6,000 est.
- Total: Over 2.3 million



The screenshot shows the Diesel Power Challenge 2010 website in a Windows Internet Explorer browser. The page features a navigation menu with categories like Features, Tech, News, Towing, Events, Travel, Videos, Community, and Subscribe. The main content area is titled 'Diesel Power Challenge 2010' and includes a 'SUBSCRIBE TODAY' button. Below the title, there are several featured articles and images, such as '2010 Diesel Power Challenge Competi...', 'Team Ford', 'Team General Motors', 'Team Dodge', 'DPC '10 Sled Pull', 'DPC '10 1/8 Mile Drag Race', 'DPC '10 Trailer Tow Test', 'DPC '10 Dyno - Mark Randall 1997 Do...', and 'DPC '10 Dyno - Mike Corsi III 2008 P...'. A sidebar on the right lists sponsors including 4 Wheel Parts, ATS Diesel Performance, AIRAID, DieselSite, OPTIMA BATTERIES, INDUSTRIAL LUBRICANTS, and AMSOIL. The website footer includes the Diesel Power logo and a 'Sign up & Show off your ride' button.



Steve vonSeggern

949-705-3179f

Steve.vonseggern@sorc.com