



2027 MARKETING PACKAGES

CS PULLING PROMOTIONS | PA · OH · WV · NY



Mt. Hope Nationals, Millersburg, Ohio

Every CS Pulling event is produced, announced, filmed and streamed live by our own crew, and our livestreams outdraw almost every other pulling organization in the country.

AUDIENCE BY THE NUMBERS

120K

FACEBOOK FOLLOWERS

3.3M

YOUTUBE VIEWS
LAST 12 MONTHS

+481%

YOUTUBE WATCH TIME
VS. PRIOR YEAR

42K

TIKTOK FOLLOWERS
902K LIKES

Our viewers are **90% male and 76% over age 35**, and nearly half of them watch on a TV screen. YouTube rates their shopping interest in **used vehicles, tools, and lawn and garden equipment as Very High**. They are farmers, diesel truck owners, tradespeople and the families who fill county fair grandstands across Pennsylvania, Ohio, West Virginia and New York. Every event is streamed live, and archived broadcasts keep earning views all winter.

WHAT WE PRODUCE

35

EVENTS IN 2026

623

REGISTERED
DRIVERS

10

CLASSES,
TRACTORS
TO SUPER SEMIS

4

STATES: PA, OH,
WV, NY

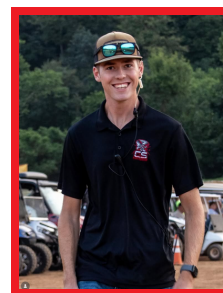
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CREW HANDLING
ALL OF IT

From county fairs like Big Butler, Westmoreland, Ashtabula and Trumbull to standalone shows like Mt. Hope Nationals and the Bunker Hill Shootout, every event gets structured class lineups, organized tech inspection, professional announcing, strong purses, and consistent communication. Drivers who join as season points members chase standings in every class all year on CSPulling.live, so a sponsor's name on a class or the standings page reaches competitors from April to the banquet, not just fans on event night.

MEET CHASE

Chase Steinman picked up a microphone at his local county fair in Tionesta, Pennsylvania at 12 years old and never put it down. At 22 he has turned a page created to promote the sport on social media into one of the largest private promoters of sanctioned truck and tractor pulling in the country, with a crew that includes some of the best and brightest people in the sport, and with marketing, logistics, announcing, media, live streaming, the LED board and the CSPulling.live scoring platform all in house. The goal has never been to become the next national organization. The plan is to stay local and hands on with our competitors, sponsors and venues, with consistent rules, dependable scheduling, clear contracts and long term relationships, while the national audience keeps growing. For a partner that means you deal with the owner and decisions get made on the phone.



WHAT'S NEW FOR 2027

LED video board

Our own 13-foot mobile screen at every event. Replays, leaderboard and sponsor video spots, readable in daylight.

Pro Stock Semis

Brand new super semi class capped at a 4.1 charger. Trucks are already being built. Title open for one partner.

Video ads on the stream

Your spot runs to the at-home audience live and stays in the archived replay all winter.

QR codes that report back

Board ads and banners carry a QR code. Fans scan to your site and you get the counts in your recap.



2027 PARTNERSHIP TIERS

EVERY TIER CAN BE TAILORED TO YOUR GOALS AND GEOGRAPHY

PRESENTING PARTNER, CS PULLING LIVE

ONE AVAILABLE

\$20,000

Your name on every broadcast, all season. Includes every Gold benefit, plus:

- "CS Pulling Live presented by [you]" in the title and opening billboard of every stream
- Persistent corner logo on the stream overlay all night, every event
- Announcer open and close reads on every broadcast
- 30-second spot every broadcast, first position in the ad rotation
- Carried on every archived replay all winter
- Named in stream announcements on social and on CSPulling.live
- Vendor space at every CS Pulling event, if you want it
- Two-year option: \$17,500 per year

OFFICIAL DIESEL PERFORMANCE PARTNER

ONE AVAILABLE

\$15,000

Includes every Gold benefit, plus:

- Only diesel performance brand at the partner tier in 2027
- Title sponsor of the all-new Pro Stock Semis class, named for you at every event
- 30-second video spot on the LED board and livestream before every Pro Stock Semis session
- Your logo in the replay bug rotation at every event, with first position during Pro Stock Semis
- Six trackside banners with QR codes and scan reporting
- Podium presentations with your banner and announcer read
- Vendor space at every CS Pulling event, if you want it
- Season recap report with stream views, board impressions, QR scans and photos
- Two-year option: \$12,500 per year

GOLD

\$10,000

Includes all Silver benefits, plus:

- 15-second video spot on the LED board and livestream at every event
- Three 96" x 36" trackside banners with QR codes
- Dedicated sponsor spotlight post across CSPP social media
- Your logo in the replay bug rotation
- Verbal sponsor recognition during live events
- Logo on CS registration materials and media trailer
- Season recap report with your numbers

SILVER

\$5,000

Includes all Bronze benefits, plus:

- Static logo slides on the LED board between classes at every event
- Two 96" x 36" trackside banners with QR codes
- Clickable overlay or QR integration during livestreams
- Dedicated sponsor article on cspullingpromotions.com
- On-site sponsor announcements during live events
- New sponsor announcement across social media and website
- Logo on the CSPulling.live results and standings pages

BRONZE

\$2,500

Includes all CS Supporter benefits, plus:

- One 96" x 36" trackside banner with QR code
- Logo in the sponsor loop on the LED board
- Logo inclusion during CSPP livestreams
- Sponsorship of a CSPP website article

CS SUPPORTER

\$1,000

- Logo in one sponsor e-blast
- Logo in a collective sponsor recognition social post
- Logo in the season recap
- Logo on cspullingpromotions.com

ADD-ONS AND CUSTOM OPTIONS

Official Scoring Partner

Presenting sponsor of CSPulling.live, our live scoring, results, standings and predictions platform. Fans in the stands and at home refresh it all night. **\$5,000, one available.**

Class title sponsorship

Your name on a class at every event, announcer reads and podium presentation. **Ask about open classes.**

Additional video spots

Extra 15- or 30-second spots on the LED board and livestream, per event or per season. **Priced on request.**

In-kind and product

Product for prize tables, podiums and giveaways earns announcer reads and social posts. **Custom package.**

2027 SEASON

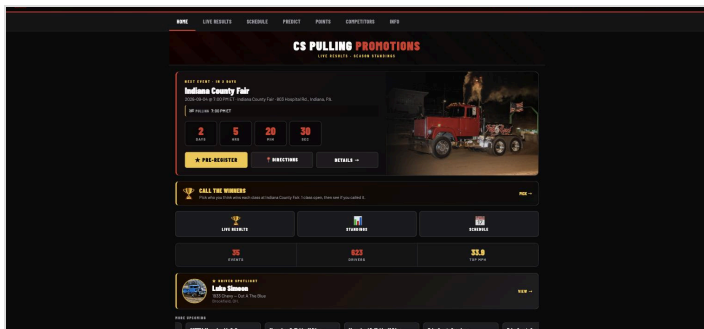
Dates are being finalized now. 2026 venues included Big Butler Fair, Butler Farm Show, Westmoreland, Indiana County, Transfer and Sheakleyville in Pennsylvania; Mt. Hope Nationals, Bunker Hill Shootout, Ashtabula, Lake, Trumbull and Portage County in Ohio; Cattaraugus County in New York; plus the SCTTPA Championship and Champions Pullin' for Children. Partners get the 2027 calendar first.

Every partner receives: logo on cspullingpromotions.com, an invitation to the year-end banquet, two VIP passes, and extra media exposure as it comes up. Multi-year partners get preferred pricing. Activation booths, behind-the-scenes access and commercial production are available at every tier.



WHERE YOUR BRAND SHOWS UP

TRACK, BOARD, STREAM, AND EVERY FAN'S PHONE



CSPulling.live

Live scoring, standings and predictions. 35 events, 623 drivers on the platform. Fans refresh it all night. Scoring Partner and Silver-and-up logos live here.



The livestream

Class results board with "presented by" sponsor logo, corner logo all night, 15- and 30-second spots, replay bug rotation. 3.3M YouTube views last 12 months.



LED video board

13 feet wide, readable in daylight. Sponsor loop, static slides, video spots and replays with QR codes fans can scan from the stands.



Trackside banners

96" x 36" on the track wall with the grandstand behind them, in every photo, every replay and every fan's phone video. QR coded from Bronze up.



The crowd

County fair grandstands and open-air pulls across four states. Families, farmers, tradespeople and diesel owners, a few thousand a night.



Our own production

Media trailer, multi-camera crew, announcer, scoring and streaming are all in house. Your logo is placed by people who care how it looks.

PARTNERS ALREADY WITH US

APEX DIESEL

WIMER PERFORMANCE

WARREN DIESEL INJECTION

LONGACRES AGRO

DEVIL'S TRUCKING

CATANESE EXCAVATING

MR. EXCAVATOR

STEINMAN GRAPHICS & SIGNS