

# CS PULLING PROMOTIONS

# SPONSORSHIP OPPORTUNITIES

**CONTACT US:**  (724) 549-6162  [ASHLEY@CSPULLINGPROMOTIONS.COM](mailto:ASHLEY@CSPULLINGPROMOTIONS.COM)  
**LEARN MORE AT:** [WWW.CSPULLINGPROMOTIONS.COM](http://WWW.CSPULLINGPROMOTIONS.COM)

## WHY PARTNER WITH CS PULLING PROMOTIONS?

CS Pulling Promotions connects brands with a hyper-passionate, purchase-driven motorsports audience at live events, on livestreams, and through year-round digital content. Our fans are competitors, builders, farmers, diesel enthusiasts, and skilled tradespeople who actively support brands that support the sport.

## WHO ARE WE?

CS Pulling Promotions is a fast growing truck and tractor pulling promotion and media company based in PA, producing events across PA, OH, WV, and NY. Chase Steinman started announcing at a young age at his local county fair, giving him real world experience in front of the crowd and behind the scenes. From early on, he was involved in the sport not just as a fan, but as someone committed to helping it grow.

CS Pulling Promotions operates with a hands-on, full-service approach to event production, managing marketing, logistics, announcing, media, and live streaming in-house. What began as a social media effort has grown into one of the largest private promoters of sanctioned truck and tractor pulling events in the country, with a focus on strong regional events, professional production, and modern media coverage. The mission remains simple: Strengthen the region. Elevate the standard. Deliver real value to everyone involved in power pulling.



## AUDIENCE REACH & YEAR-ROUND EXPOSURE

- Tens of thousands of dedicated motorsports fans across live events and digital platforms
- Millions of annual digital impressions and video views throughout the season
- Strong alignment with agriculture, diesel, construction, and performance-based industries
- Sponsor visibility before, during, and after events through live event branding and announcements
- Event recaps, feature articles, and sponsor highlights
- Archived broadcasts and replay content that extend value far beyond event day

## SPONSORSHIP PACKAGES - (VIEW ON NEXT PAGE)

CS Pulling Promotions offers customizable sponsorship packages with clearly defined, trackable benefits. Each package provides consistent brand exposure through digital and social media recognition, live event and livestream inclusion, website placement, and sponsor announcements throughout the season.

All packages are designed to be flexible and can be tailored to align with specific business goals, activation preferences, or geographic focus. CS Pulling Promotions also welcomes in-kind sponsorships that provide meaningful value to events, operations, or fan experience. Businesses interested in in-kind support or a fully customized partnership are encouraged to reach out to discuss a tailored sponsorship package.



# SPONSOR BENEFITS

All CS Pulling Promotions sponsors will receive logo placement on CS Pulling Promotions website, invitations to the CS Pulling Promotions year-end banquet, 2 VIP passes to CS Pulling Promotions events, and additional media exposure as available throughout the season.

## IN-KIND SPONSORSHIP / PRODUCT DONATION

- Contact us for a custom benefits package

### CS SUPPORTER (\$1,000)

- Logo featured in one (1) sponsor e-blast
- Logo featured in a collective sponsor recognition social media post
- Logo featured in the Year-End Recap Book

### BRONZE LEVEL SPONSOR (\$2,500)

- Includes all CS Supporter benefits
- One (1) 96" x 36" trackside banner
- Logo inclusion during CSPP livestreams
- Sponsorship of a CSPP website article

### SILVER LEVEL SPONSOR (\$5,000)

- Featured sponsor highlight in the Year-End Recap Book
- Two (2) 96" x 36" trackside banners
- Clickable sponsor overlays or QR code integration during livestreams
- Dedicated sponsor article published on the CSPP website
- On-site sponsor announcements during live events
- New sponsor announcement across CSPP social media and website

### GOLD LEVEL SPONSOR (\$10,000)

- Dedicated sponsor spotlight post across CSPP social media
- Quarter-page advertisement in the Year-End Recap Book
- Three (3) 96" x 36" trackside banners
- Clickable sponsor overlays or QR code integration during livestreams
- Dedicated sponsor article published on the CSPP website
- Verbal sponsor recognition during live events
- New sponsor announcement across CSPP social media and website
- Logo placement on CS registration materials or media trailers

### PLATINUM LEVEL SPONSOR (ABOVE \$10,000)

- Includes all Gold Level sponsorship benefits
- Half-page advertisement in the Year-End Recap Book
- Sponsor-branded feather fan flag placed in high-traffic fan areas
- Sponsor-branded award presentations or class trophies
- Opportunity for category exclusivity or Official Partner designation, when available

#### CUSTOM ACTIVATION OPPORTUNITIES:

CS Pulling Promotions offers flexible, customizable activation options to align with your brand's goals, audience, and budget. These opportunities expand visibility and engagement beyond standard packages, based on availability and partnership level.

- On-site sponsor activation booth opportunities
- Behind-the-scenes access for sponsor executives or clients
- Multi-year partnership incentives and preferred pricing
- Commercial production and business marketing packages provided by CS Pulling Promotions

#### Interested in Custom Options?

Connect with our team to discuss custom benefits and partnership opportunities.



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