



BELIEVE PROMOTIONS

SPONSORSHIP PACKAGE

Contact Us

Believe Promotions

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Introduction

Welcome to "Believe Promotions". A name that stems from a family member's favorite song Believe, "who is no longer with us. A title that is very close and meaningful to our hearts.

Our first event was in 2016, which featured the Truck & Tractor Pulling in Idaho. Not long after, we were asked if we could also put on a Demolition Derby as well. Today in 2026, we now feature Truck & Tractor pulling, Demolition Derby, Dirt Drags & Monster Trucks.

We are Idaho's and Oregon's only "true" combined motorsports promoters. For 2026, we have planned 4-5 events this year across Idaho.

We would like to invite you to be part of this series. We have some great packages available from the Ultimate Believe Package, Small Business Focus, Small Believer Package, and Starter Package. All of these options offer great incentives and awareness for your business. Being one of our partners ensures that your brand/products will be seen by the right people. With heavy influencers, they'll be lining up to buy your products...after all, it worked for Monster & DC Shoes.

Our goal for 2026 is to bring in more followers & spectators to our shows & events, and step into the racing markets around the world.

Each event now attracts over 2500+ spectators and seating fills up at larger arenas.

Our Marketing

Marketing in 2026 is a long and strategic process that is always under constant review. People's trends, thoughts, and influences are always changing. One thing we do know is that in 2026, we are looking to expand our presence on social media. There is always something to write about with this series. We will be getting more involved with our drivers, doing more advertising of upcoming races, and producing more video content.

With a new motorsports promotion company behind us, we believe we can achieve a new level of professionalism, quality & popularity. With a great team and a high level of contacts, anything is possible for this series. How we present ourselves is a strong reflection that we are more than just another racing event on a Friday or Saturday night.

Over the past few years, we've dedicated ourselves to expanding and strengthening our presence, undergoing transformative changes, and we are committed to enhancing our social media material at Believe Promotions.



At the core of our efforts, we invest not only our time and effort but also self-fund the majority of our events, supplemented by external support. Having weathered the test of time, we now stand poised to elevate our endeavors to the next level, and we'd like you to be a part of this new impact.

Recognizing the widespread reliance on mobile devices, we are gearing up to create fresh, engaging content to satiate the appetite of our audience for our racing series.

Backed by a passionate and dedicated team, the growth potential is boundless. We extend an invitation for you to join us in something extraordinary, align with the numerous companies contributing to the promotion of motorsports, and share in the pride of being part of a significant movement.

Fast Facts

- 66% male, 34% female
- Age range 16 - 65
- 79% Caucasian, 18% Hispanic, 2% Other
- 93% work full -time
- Avg Income \$75,000
- 2.9 vehicles owned per household
- 57% attended college
- 97.2% own a computer
- 3 x more likely to purchase a sponsor-endorsed product

The average race fan is a blue-collar worker who enjoys fishing, trucks, short track racing, and is a DIY guy. They enjoy time with their friends/family and discussing motorsports when with them. They're also more likely to try to use a product that backs motorsports.

A Day of Excitement

The excitement of competition day is not just for the drivers, but for the fans and your clients. Walk through the pits like a V.I.P during the setups, mingle with the drivers, get personal pics...You don't need to just wait till the end when all the fans can come in. Watch the excitement unravel as it happens. This season will feature many well-known drivers who compete in other classes of racing as well. Many drivers come from the West Coast and surrounding areas.



The adrenaline, the emotions, the joy, and the heartbreak all happen here. Why watch a movie...When you can live it.

Ultimate Believe Package

Imagine a whole race series named after your brand/product. It's a lot more affordable than you may think. Being a "TITLE" sponsor opens up many opportunities and increases product awareness.

\$3,500 Package

- 10'x10' vendor space at each event.
- Social Media Sponsor Spotlight on Facebook and website.
- Minimum of three, 15-second company commercials announced during the event – Company may provide commercial spot a minimum of two days before show, or the announcer can produce your spot.
- 20 free tickets for the season.
- Monster Bus displays at your business or local location in town with prior arrangements made.
- Logo and link on Believe Promotion website.
- 2x banners (provided by the company, minimum 2 days before the event) for grandstand/arena display.

Small Business Focus

\$1,500 Package

- Social Media Sponsor Spotlight on Facebook and website, logo, and a pdf must be provided.
 - Minimum of three, 15-second company commercials announced during the event.
- The company must provide information for the commercial spot two days before the event to have accurate information for spectators, and for everyone to hear.
- 10 free tickets for the season.
 - Logo and link on Believe Promotion website.
 - 2x banners (provided by the company, minimum 2 days before the event) for grandstand/arena display.

Additional Sponsors Packages

\$750 - Small Believer Package

- Social Media Sponsor Spotlight on Facebook and Website, logo, and pdf must be provided.
- 5 free tickets for the season.



- 1 banner (provided by the company, minimum 2 days before the event) for grandstand/arena display.

\$250 - Starter Package

- 2 free tickets for the season.

- 1 banner (provided by the company, minimum 2 days before the event) for grandstand/arena display.

What Does It Mean to Your Brand?

We could sit here and write pages worth of reasons why you should sponsor “Believe Promotions”. We could load you up with all the stats and market research results. But we won’t, but just know an investment in this lasts a lot longer than a 30sec commercial on TV and is more affordable.

1. Brand Visibility

Sponsorship puts your brand visuals in front of large audiences who may not have heard of your business. With more press and social media mentions, you get exposure before, during, and after the event day. With Believe Promotions, you get featured ads and signs that boost brand recognition.

2. Targeted Marketing

Believe Promotions events often cater to an open audience. You can gain opportunities to engage one-on-one with people looking for relevant product solutions.

3. Consumer Perception

People love seeing brands get involved with events that are not the norm. Customers form positive opinions when your business is tied to such events. Customers will assume your business is reliable and reputable if you appear regularly.

In a 2022 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience. Use these events to grow your reputation in your community.

4. Efficient Lead Generation

Think about the amount of time you normally spend hunting for 10 qualified leads. How about 20, 50, or 100? Not only do events bring you a host of compatible customers, but they also show the human side of your business.

Forming an emotional connection is half the battle of building brand loyalty. By attending in person, you can learn about customers, promote your products, and build a mailing list.

5. Sales Goals

Along with leads, racing events allow you to rack up sales on the spot. Picture setting up a branded booth; it’s fun and an easy way to get new business. Many companies make the



bulk of their purchases at trade shows, and you can quickly earn their respect as a sponsor.

6. Community Goodwill

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers love brands that care about spreading positive messages and helping the community. Linking your business to a worthy cause can draw lasting support and media attention. Community involvement also sets you apart from larger brands. People have more incentive to support your business if you're invested in the local community.

7. Content Strategy

Event sponsorship provides fresh material to expand your content strategy. By connecting with us on social media, you can find relevant audiences to target. These days, social media is the #1 spot for promoting events. Popular events get a lot of engagement, which you can use to create content themes or promote your own hashtags.

8. Audience Insights

Event sponsorship is a beneficial learning experience for new and veteran business owners. After all, a roomful of great minds is better than one. You get a firsthand look at how other businesses differentiate themselves and attract customers.

9. Return on Investment

Sponsoring Believe Promotions doesn't just end at the race track; your brand is on social media, posters, race car trailers, T-shirts, and even on kids' bedroom walls. Your brand is constantly being seen all the time. It's not just about seeing your ad for 30 seconds on TV or a banner at the track for one day. It lives on, on all merchandise, and is embedded into every video for LIFE.

Believe Event Schedule-

June 19th Father's Day Pull Emmett

June 20th Father's Day Derby Emmett

July 17th Weiser Invitational

July 18th Weiser Invitational

July 24th Burns Pull

July 25th Burns pull

August 15th Jerome pull

October 3rd Weiser Derby