

PINKS™

ALLOUT

RETURNS 2023

PINKSALLOUT.COM

PINKS ALL OUT LIVE 2023

The show that started it all is back in 2023 with a limited Live Event schedule



HISTORICAL SUCCESS

A record 9000 racers tried to get one of 425 tickets for the Pinks All Out show at Summit Motorsports Park in Norwalk Ohio, and they sold out in 2 minutes

Pinks All Out television shoot at Milan Dragway hosted the largest crowd in the track's history, as an estimated 33,000 spectators crossed through the front gates for Saturdays shoot



Pinks All Out came to Atlanta Dragway to tape another episode of its growing series. Well over 20,000 spectators (a one day attendance figure rivaled only by the NHRA Southern Nationals) packed the grandstands on both sides of the track

PINKS All Out, rolled into Maryland Int'l Raceway on Saturday, June 9th, setting the highest attendance record in MIR's 41 year history! The Outback VIP Package and Reserved Seating proved to be a huge success as there wasn't an open seat in the stands.

Actual quotes gathered from track & online media outlets

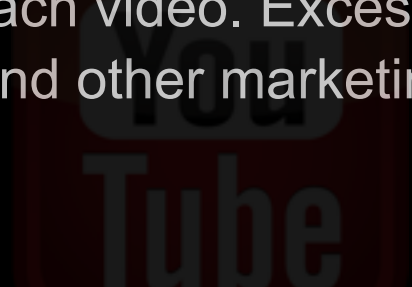
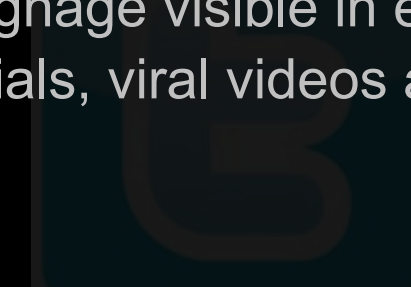
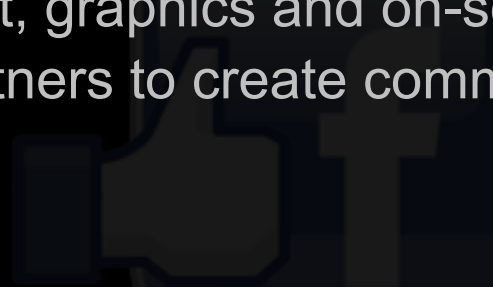
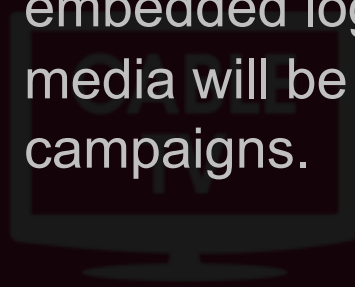
PINKS ALL OUT EVENTS & EPISODES VIEWABLE ON



CONTENT IS KING



PINKS ALL OUT is a content creating machine! We collect an average of **four terabytes** of media per live event. This massive amount of raw footage is a virtual content gold mine. This footage enables us to produce up to **multiple episodes per event**. Marketing partners benefit with embedded logo's, product placement, graphics and on-set signage visible in each video. Excess media will be shareable with our partners to create commercials, viral videos and other marketing campaigns.





MEDIA PARTNER



RPM has been a leader in street performance and drag racing media since 1998 with over **80k readers in 36 countries** in print alone. **100k more subscribers are reached through RPM's E-Magazine digital** copy. PINKS ALL OUT has partnered with RPM Magazine to offer brand exposure through digital & print media. This Partnership brings massive exposure for brand partners during the event as well as digital and print media coverage after.

PRINT & DIGITAL EXPOSURE

Promotions: Partners reap the benefits of Millions of impressions and redemptions!

- * Printed event promotional items. (flyers, posters, club cards and hero cards)
- * 30 second promotional videos with sponsor integration.
- * Banner ads and mass email marketing.
- * Mail order box program. (event marketing materials placed in partners boxes)
- * Discount ticket promotion.
- * Racer Registration Sweepstakes.
- * Product Sponsor Sweepstakes.
- * Racer entry packs which include sponsor partner promotional items.
- * PINKS ALL OUT merchandise with sponsored partners logos.
- * Live feed branding.



ONSITE ACTIVATION

PINKS ALL OUT Live events are the perfect opportunity for partners to reach potential customers in an experiential atmosphere. With available space for our partners in an active midway, mixed with key branding placement, ALL OUT events are powerful marketing tools.



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