MISSION STATEMENT

"To produce the finest automotive events and publish credible & entertaining media content that celebrates our passion for the great American car culture, bringing together Cool Cars, Cool People and Good Times!"

Gary Meadors
FOUNDER
ABOUT GOODGUYS

Founded in 1983, Goodguys Rod & Custom Association produces “America’s Favorite Car Shows.” Goodguys events feature thousands of hot rods and customs, tricked out trucks, muscle cars and classics sprawled throughout venues such as fairgrounds, super speedways and large outdoor stadiums. In addition to producing great events, Goodguys publishes the monthly “Goodtimes Gazette” magazine, Good-Guys.com, FuelCurve.com and engaging social media content. With more than 50,000 members worldwide, Goodguys celebrates American car culture while helping you grow your business - at events, in print, and online.

AUDIENCE DATA

COOL CARS

40,000 REGISTERED CARS ANNUALLY

- AWARDING SOME OF THE FINEST BUILT CARS AND TRUCKS IN THE WORLD
- AUTOCROSS RACING SERIES

TOP 5 HOBBY/COLLECTOR VEHICLES
Classic Muscle Car 46%
Street Rod 40%
Truck (gas) 29%
Classic Sports Car 9%
Modern Muscle 9%

TOP 5 DAILY DRIVEN VEHICLES
Truck (Gas) 55%
SUV 35%
Truck (Diesel) 12%
American Sports Car 10%
Modern Muscle Car 8%

COOL PEOPLE

OVER 50,000+ MEMBERS WORLDWIDE

WELCOMING MORE THAN 350,000 SPECTATORS

MEMBERS
M 96% / F 4%

SPECTATORS
M 88% / F 12%

CONSUMER SPENDING

88%
of Goodguys Survey Participants purchased parts for their hobby/collector vehicle in the last 12-months

85% plan on buying parts in the next year

WHAT WILL THEY BUY? (HOBBY/COLLECTOR)

Tires
Interior Accessories
Oil/Consumables
Engine Components
Car Cleaning Products
Air Intake / Induction System
Exhaust

Wheels
Service/Maintenance
Brakes
Exterior Accessories
Engine/Crate Motor
Power Adder
Paint

WHAT WILL THEY BUY? (DAILY DRIVER)

Tires
Car Cleaning Products
Brakes
Engine Components
Exhaust

Interior Accessories
Exterior Accessories
Wheels
Paint
Air Intake System

HOUSEHOLD INCOME

<$50k 11%
$50-74.9k 14%
$75k+ 50%

GOODGUYS ROD & CUSTOM
EVENTS OVERVIEW

AMERICA’S FAVORITE CAR SHOW FEATURING THOUSANDS OF HOT RODS, STREET RODS, MUSCLE CARS, AND TRUCKS

Goodguys car shows have been special since they started back in 1983, offering automotive enthusiasts a place to share their passions for the coolest cars and trucks in a festival setting. Take a cruise down “Main Street USA” that will truly excite the senses! Guests will see thousands of registered show cars on display, enjoy a swap meet, watch live autocross racing, have some good food, and talk to the experts at the manufacturer displays.

GOOD TIMES

19
PREMIER AUTOMOTIVE EVENTS IN 13 EXCITING CITIES SPANNING 11 GREAT AMERICAN STATES*

*All event dates are subject to change
GOODGUYS OFFERS TWO UNIQUE TYPES OF EVENTS “NATIONALS” AND “GET TOGETHERS” // ALL ARE WELCOME TO ATTEND

“NATIONALS” are 3-day events that take place in “major cities” in “major markets” across the United States and open to model years 1987-and-older vehicles (Friday-Sunday). Many of the cars are competing for nationally recognized awards. On Sundays, Goodguys hosts “ALL AMERICAN SUNDAY”, where ALL domestic powered years, makes, and models are welcome, providing the opportunity to put virtually any car on display or on the autocross track.

“GET-TOGETHER” features many of the same activities as National events, but are 2-days (Saturday-Sunday) and are open to ALL American made or powered vehicles of all years. For 2021, Goodguys will host three Get-Togethers at the Alameda County Fairgrounds in Pleasanton, CA.

GOODGUYS EVENT FEATURES
- SPECIAL AWARDS PARKING AREAS
- AUTOCROSS COMPETITION
- 1987-AND-EARLIER CARS AND TRUCKS (ALL WEEKEND)
- SWAP MEET
- ALL-AMERICAN SUNDAYS (ALL AMERICAN MADE OR POWERED ARE WELCOME)
- VENDOR AND MANUFACTURER MIDWAY

WANT TO BE A PART OF THE NEXT GOODGUYS CAR SHOW?
If you’d like to show your car or race in the Goodguys autocross series, the first-step is registering as a member of Goodguys Rod and Custom Association. Membership includes exclusive member benefits including 12-month subscription to the Gazette magazine, member benefit card, window decals, and special discounts. Join today! Visit: Good-Guys.com
**SPONSORSHIP // EVENTS**

**TITLE SPONSOR // EXCLUSIVE NAMING RIGHTS**
- Title Sponsor receives “Exclusive” naming rights in the event title
- Brand logo included on official event T-shirt artwork
- Brand logo on event collectible given to all show car registrants
- Lead position logo inclusion on the official event logo on all event marketing collateral
- Brand exposure on Goodguys website, local DMA advertising (radio, print, TV) and social media
- Pre- and post-event exposure in Goodguys Gazette magazine, and FuelCurve.com

**EVENT SPONSORSHIP STARTS AT $7,500**
Ask a Goodguys partnership specialist about event sponsorship availability and cost options

**PRESENTING SPONSOR // COST EFFECTIVE EXPOSURE**
- Presenting sponsors receive secondary logo on event assets
- Brand exposure on Goodguys website, local DMA market advertising, including radio, print, TV and social media
- Pre- and post-event exposure in Goodguys Gazette magazine, and FuelCurve.com
SPONSORSHIP // PRODUCTS

OFFICIAL // EXCLUSIVE PRODUCT CATEGORY EXPOSURE
As an “Official Partner of Goodguys” your brand receives category exclusivity, local & national market advertising, and top level exposure on event and sponsor collateral. This partnership provides year-long exposure throughout the Event Series on event related assets, Good-guys.com, in the Gazette magazine, and pre- and post-event exposure. You’ll also receive...
- Up to (5) banners throughout events
- 30-second PA announcement
- Participant Bag insert (2 items) inserted in all registered car participant “goodie bags”
- Digital media exposure
- Discount off of Goodguys advertising (print and digital)
- Discount off of Exhibitor space throughout the event series

PREFERRED // PRODUCT & SERVICE PROVIDER
Preferred Sponsors receive designation as “Preferred Sponsor of Goodguys” in their selected product category (non-exclusive). This designation includes year-long exposure throughout the Event Series on all event related assets, on Good-guys.com, in the Gazette magazine, and inclusion in all event related pre- and post-event exposure. In addition, preferred partners receive
- Up to (3) banners at all events
- 30-second PA announcements
- Participant Bag insert (1 item) inserted in all registered car participant “goodie bags”
- Digital media exposure
- Discount off of Goodguys advertising (print and digital)
- Discount off of Exhibitor space throughout the event series
SPONSORSHIP AWARDS

“OF THE YEAR” AWARDS SPONSORS
Every year, Goodguys recognizes 12 of the nation’s finest show cars and trucks, and the best Autocrosser. These are known as the “Top 12 Awards.” Winners are recognized throughout the Event Season leading up to the final selection and showcase of the “Goodguys Top 12 of the Year Awards” at the Southwest Nationals in Scottsdale, AZ in November. The winners are invited to attend the final awards ceremony, receive “Showcase Parking,” special prizes from our sponsors and the coveted of-the-year award trophy at the event and will be featured in the Goodguys Goodtimes Gazette and Yearbook!

OF THE YEAR AWARD CLASSES INCLUDE

- CUSTOM OF THE YEAR
- STREET ROD D’ELEGANCE
- HOT ROD OF THE YEAR
- STREET ROD OF THE YEAR
- STREET MACHINE OF THE YEAR
- AMERICA’S MOST BEAUTIFUL
- CUSTOM ROD OF THE YEAR
- MUSCLE CAR OF THE YEAR
- MUSCLE MACHINE OF THE YEAR
- AUTOCROSSER OF THE YEAR
- TRUCK OF THE YEAR (EARLY THRU ’59)
- TRUCK OF THE YEAR (LATE ’60 – ’87)

CLASSIC INSTRUMENTS
2020 STREET ROD OF THE YEAR WINNER

PPG
2020 STREET MACHINE OF THE YEAR WINNER
SPONSORS RECEIVE
- Award naming rights
- Sponsor recognition on Good-Guys.com
- Exclusive and non-exclusive exposure in the Goodguys Gazette magazine, and on FuelCurve.com
- Opportunity to present award to winner at event
- Sponsor PA announcements, participant bag inserts, and banners at all events (inserts and banners to be provided by sponsor)
- Sponsor discounts on advertising and exhibitor space

SPONSORSHIP // SPECIAL DISPLAY AREAS & AWARDS

Saturday Special Display Areas provide a great way to gain brand visibility at a considerable value. Held on Saturday from 7am-Noon, these areas are “open to anyone who wants to participate” and offer special parking, dash plaques and awards for certain kinds of vehicles. It’s the best way to see similar styles and makes all parked together for your pure enjoyment.

With more than fifteen special display areas available at most events, including the “Camaro Corral,” “Ya Gotta Drive ‘Em,” “Deuce Doins,” “Homebuilt Heaven,” “Air-Cooled Corral,” “Trick Truck Corral,” and more! Sponsor partners receive:
- Dedicated special parking area flag with brand logo
- At-event promotion
- Listed in event schedules and event spectator guides
- PA Announcements
- Special display area recognition on Good-Guys.com
- Mentions in Gazette magazine and FuelCurve.com
AUTOCROSS

Professionals and Goodguys members alike compete for the fastest time on tight street courses trying to beat the clock and avoid the cones.

- 17-event series 6-classes (Pro-X, Pro, Street Machine, Hot Rod, Truck, All-American Sundays)
- Top 32 finalists compete at the “Duel in the Desert” in Scottsdale in November
- Year End Cash Prize + Bragging Rights
- “Fun Runs” available for any car show participants who want to experience autocross
- Sponsorship opportunities start at $5k

NEW FOR 2021 GOODGUYS AUTOCROSS IS BIGGER AND BETTER THAN EVER! MORE OPTIONS. MORE VALUE. MORE EXPOSURE.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Series Title Sponsor - Exclusive Series Naming Rights
- Class Sponsor - Included in class name and class competitor decals
- Presenting Sponsor - Trackside, print and digital exposure all season long
- Shootout Sponsor - Naming rights for event “shootout” competition
- Specialty Partner - Stop-Box; Trackside Big Screens; Audio Equipment; Safety Vehicle and more...
2021 AUTOCROSS SHOOTOUTS

11th LMC Truck Spring Lone Star Nationals
Tremec “Lone Star” Shootout
March 12 - 14 | Fort Worth, TX

11th FiTech Fuel Injection Spring Nationals
Autometer “Spring” Shootout
March 19-21 | Scottsdale, AZ

38th All American Get-Together
“American” Shootout
March 27-29 | Pleasanton, CA

20th Meguiar’s Del Mar Nationals
CPP “Duel in Del Mar” Shootout
April 9-11 | Del Mar, CA

6th Griot’s Garage North Carolina Nationals
“Rumble in Raleigh” Shootout
April 23-25 | Raleigh, NC

2nd RaceDeck Salt Lake Nationals
“Great Salt Lake” Shootout
May 21-23 | Salt Lake City, UT

15th BASF Nashville Nationals
“Music City Mayhem” Shootout
May 28-30 | Nashville, TN

27th Summer Get-Together
“Muscle Car” Shootout
June 5-6 | Pleasanton, CA

30th Speedway Motors Heartland Nationals
“Duel in Des Moines” Shootout
July 2-4 | Des Moines, IA

23rd Summit Racing Nationals
presented by PPG
Forgeline “Buckeye” Shootout
July 9-11 | Columbus, OH

2nd Grundy Collector Car Insurance
Great American Nationals
“Steel” Shootout
August 20-22 | York, PA

34th West Coast Nationals
presented by BASF
FiTech EFI “West Coast” Shootout
August 27-29 | Pleasanton, CA

23rd Colorado Nationals
presented by Griot’s Garage
“Western” Shootout
September 10-12 | Loveland, CO

28th Summit Racing Lone Star Nationals
Summit Racing “Big Hoss” Shootout
September 24-26 | Fort Worth, TX

1st So-Cal Nationals
“Pacific Coast” Shootout
October 1-3 | Del Mar, CA

31st Autumn Get-Together
“Fall” Shootout
November 13-14 | Pleasanton, CA

24th Speedway Motors Southwest Nationals
presented by Barrett-Jackson
“Duel in the Desert” Shootout
November 19-21 | Scottsdale, AZ
EXHIBIT AT GOODGUYS

GOODGUYS CONSUMERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIRES</td>
<td>28.20%</td>
</tr>
<tr>
<td>INTERIOR ACCESSORIES</td>
<td>27.62%</td>
</tr>
<tr>
<td>OIL/CONSUMABLES</td>
<td>27.54%</td>
</tr>
<tr>
<td>ENGINE COMPONENTS</td>
<td>27.33%</td>
</tr>
<tr>
<td>CAR CLEANING PRODUCTS</td>
<td>24.00%</td>
</tr>
<tr>
<td>PAINT</td>
<td>23.23%</td>
</tr>
<tr>
<td>EXHAUST</td>
<td>22.05%</td>
</tr>
<tr>
<td>WHEELS</td>
<td>20.36%</td>
</tr>
<tr>
<td>SERVICE/Maintenance</td>
<td>20.23%</td>
</tr>
<tr>
<td>BRAKES</td>
<td>19.67%</td>
</tr>
<tr>
<td>EXTERIOR ACCESSORIES</td>
<td>15.32%</td>
</tr>
<tr>
<td>OTHER</td>
<td>11.88%</td>
</tr>
<tr>
<td>ENGINE/CRATE MOTOR</td>
<td>9.93%</td>
</tr>
<tr>
<td>AIR INTAKE / INDUCTION SYSTEM</td>
<td>9.14%</td>
</tr>
<tr>
<td>POWER ADDER</td>
<td>3.99%</td>
</tr>
</tbody>
</table>

85% of Goodguys consumers plan on purchasing > $500 in the next 18-mos. 41% will spend more than $3,000.

* Source: September 2020 Goodguys members and event attendees survey
- Present and display your company's product(s) or services to the live event spectators and participants
- Exhibit spaces are strategically positioned in high-traffic areas
- Indoor or Outdoor space available at most events
- Goodie Bag inserts: your product information provided to every registered participant at events
- All exhibitors receive a 12-month Goodguys Gold subscription

"WE BELIEVE IN MAKING A PERSONAL CONNECTION WITH OUR CUSTOMERS AND GOODGUYS PLATFORM ALLOWS US TO DO THAT."
- MIKE WAHL, FITECH FUEL INJECTION
EVENT ACTIVATION ITEMS

ENTERTAINMENT & AWARDS STAGE
This event level sponsorship puts your brand “on stage” and in front of Goodguys event attendees, registrants, and vendor partners.
This sponsorship includes:
- Exclusive branding position on the car show presentation awards stage
- Banner placement (up to a maximum of 4 banners) positioned on the stage and (2) additional banners throughout the event.
- Exhibitor space - receive a preferred exhibit space location.
- PA announcements that run several times throughout the event (up to :30-sec)
- Goodie Bag Inserts: (1) promotional item provided by sponsor.

KICKOFF PARTY
This “Exclusive” sponsor kicks-off the weekend in the sponsor hotel parking lot on Friday evening at select events. You bring the E-Z Up display and we’ll bring the DJ! It’s a great way to position your company and engage with consumers in a unique way.

CRUISE LANE
All Goodguys events include a cruise route throughout the venue for show participants to get out and drive. The cruise lane sponsor receives unique “Official Cruise Lane” signage, event banners, and PA announcements.
PA ANNOUNCEMENTS
Public Address messages are thirty seconds in length and will run several times each day throughout the event series. PA’s must be submitted to Goodguys by partner.

BANNERS
Display your company’s logo and brand identity on a 2.5’ x 8’ banner in high-traffic areas at Goodguys events. Available per event or all season long. Banners must be supplied by partner.

BANNER PRINTING SERVICES AVAILABLE!

PARTICIPANT BAG INSERTS
Place your material in car show participants “goodie bags.” Each bag includes an Event Schedule, Spectator Guide and materials supplied by sponsors and vendors.

COLLECTIBLE SPONSOR
Car show registrants receive a collectible at each event they participate in. Past collectibles include mugs, decals, and magnets. For 2021 Goodguys will be providing a unique poster featuring the Official Event Artwork at each event. The “Collectible” Sponsor is exclusive and limited to one partner per event.

NEW PRODUCTS SHOWCASE
Be a part of the “Best New Products of the Year” showcase at the Goodguys Summit Racing Nationals in Columbus, OH. This showcase is in a high-traffic area for all to see. Awards are presented on Saturday evening for the best new products of the year.
ANNUAL GRAND PRIZE GIVEAWAY BUILDS

Every year Goodguys Rod & Custom Association gives away a high-value, custom-built hot rod as a grand prize. These builds are a collaboration between Goodguys, exclusive builder, select manufacturers and product suppliers.

In exchange for product support, sponsors company/brand logo is included in the marketing and promotional materials surrounding the vehicle which may include the following exposure:

- Logo included in giveaway ads in the Gazette and annual Yearbook
- Logo on promo information page
- Mention in multi-part build articles and giveaway event coverage in Gazette and FuelCurve.com
- Inclusion on promotional hero cards to be distributed at events
- Sponsor logo included on registration forms (print and digital)
- Logo present on vehicle display signage, inclusion on SEMA related materials, social media posts

WANT TO GET INVOLVED?

1967 Chevy Nova, by Designer Street Rods:
- 2021 Giveaway at Summit Racing Nationals

1986 Chevy C-10 truck, by Goolsby Customs:
- 2021 unveil / 2022 Giveaway

1932 Ford 5-window coupe, by Mike Goldman Customs:
- 2022 unveil / 2023 Giveaway

1986 Monte Carlo, by Roadster Shop:
- 2023 unveil / 2024 Giveaway

This custom C-10, built by Goolsby Customs and featuring a Chevy Performance LT1 crate engine will be unveiled at the Summit Racing Nationals to begin its campaign as the 2022 Grand Prize Giveaway.
EDITORIAL
Our award winning Goodguys editorial team publishes a constant stream of stories annually through the Gazette magazine, Fuel-Curve.com, and Good-Guys.com. Exclusive event galleries, personality profiles, shop tours, car features and other exciting content appears nearly every day!

NEWSLETTERS
Distributed to more than 225,000 subscribers, Goodguys “G-News” is our monthly e-newsletter packed with company news, event promos, event recaps and previews of the coming issue of the Goodguys Goodtimes Gazette.

SOCIAL MEDIA
With over 443,000 followers across Facebook, Instagram and Twitter, Goodguys social media is engaging and informative with great imagery and videos. Fun promotions and live event updates are also featured giving visitors the engaging content they crave.

WEBSITES
Online for more than 25-years, Goodguys keeps members, enthusiasts, exhibitors and sponsors engaged through Good-Guys.com and FuelCurve.com. From event schedules, to event registration, Autocross rules to vintage drag racing, event coverage and award recipients, giveaway promotions and the popular “Hot News” section - Goodguys websites welcomes more than 2.1 million visitors annually.

ADVERTISING // PRINT, DIGITAL, EXPERIENTIAL
ADVERTISING

GAZETTE
Promote and advertise your brand throughout the year! Featuring over 200 pages of full-color imagery, the award-winning Goodguys Goodtimes Gazette is delivered monthly to over 50,000 readers - in print, and digital. This unique large-format (9”x10.875”) magazine is jam-packed with event coverage, feature articles, special How-To sections, new product features and more. It’s the perfect way to make an impact with the hot-rod community.

NOW ON NEWSSTANDS!
AT BARNES & NOBLE AND BOOKS A MILLION

<table>
<thead>
<tr>
<th>EDITORIAL &amp; EVENT COVERAGE</th>
<th>IMPORTANT DATES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Values and Insurance</td>
<td>SPACE Closes: 12/18 ART DUE: 1/8 MAIL DATE: 1/29</td>
</tr>
<tr>
<td>Inside AutoCross</td>
<td>SPACE Closes: 1/22 ART DUE: 2/5 MAIL DATE: 2/26</td>
</tr>
<tr>
<td>Crate Engines</td>
<td>SPACE Closes: 2/19 ART DUE: 3/5 MAIL DATE: 3/26</td>
</tr>
<tr>
<td>Towing and Transport Safety</td>
<td>SPACE Closes: 3/19 ART DUE: 4/2 MAIL DATE: 4/30</td>
</tr>
<tr>
<td>LMC Truck Spring Lone Star</td>
<td>SPACE Closes: 4/23 ART DUE: 5/7 MAIL DATE: 5/28</td>
</tr>
<tr>
<td>Nationals, FiTech Fuel Injection Spring Nationals</td>
<td></td>
</tr>
<tr>
<td>All American Get-Together,</td>
<td></td>
</tr>
<tr>
<td>Meguiar's Del Mar Nationals</td>
<td></td>
</tr>
<tr>
<td>Aftermarket Steel Bodies</td>
<td>SPACE Closes: 6/18 ART DUE: 7/2 MAIL DATE: 7/30</td>
</tr>
<tr>
<td>Griot's Garage North Carolina Nationals, RaceDeck Salt Lake Nationals</td>
<td></td>
</tr>
<tr>
<td>Guide to '90s Trucks</td>
<td>SPACE Closes: 7/23 ART DUE: 8/6 MAIL DATE: 8/27</td>
</tr>
<tr>
<td>BASF Nashville Nationals, Summer Get-Together</td>
<td></td>
</tr>
<tr>
<td>Air Suspension Systems</td>
<td>SPACE Closes: 8/20 ART DUE: 9/3 MAIL DATE: 9/24</td>
</tr>
<tr>
<td>Speedway Motors Heartland</td>
<td></td>
</tr>
<tr>
<td>Nationals</td>
<td></td>
</tr>
<tr>
<td>Lighting Upgrades</td>
<td>SPACE Closes: 9/17 ART DUE: 10/1 MAIL DATE: 10/29</td>
</tr>
<tr>
<td>Summit Racing Nationals</td>
<td></td>
</tr>
<tr>
<td>Gauges and Instruments</td>
<td>SPACE Closes: 10/22 ART DUE: 11/5 MAIL DATE: 11/26</td>
</tr>
<tr>
<td>Griot's Garage Pacific Northwest Nationals, Great Northwest Nationals</td>
<td></td>
</tr>
<tr>
<td>Forced Induction Systems</td>
<td></td>
</tr>
<tr>
<td>West Coast Nationals Hot</td>
<td></td>
</tr>
<tr>
<td>Rod Week</td>
<td></td>
</tr>
<tr>
<td>Shocks and Coil-Overs</td>
<td>SPACE Closes: 11/19 ART DUE: 12/3 MAIL DATE: 12/31</td>
</tr>
<tr>
<td>Grundy Collector Car Insurance Great American Nationals, Colorado Nationals</td>
<td></td>
</tr>
<tr>
<td>Braking Components</td>
<td>SPACE Closes: 12/23 ART DUE: 1/7 MAIL DATE: 1/28</td>
</tr>
<tr>
<td>Summit Racing Lone Star</td>
<td></td>
</tr>
<tr>
<td>Nationals, Hall of Fame Road Tour</td>
<td></td>
</tr>
</tbody>
</table>

*All editorial publishing dates are subject to change
YEARBOOK
Printed once a year, the Goodguys Yearbook is a photographic retrospective of events and happenings from the previous year and boasts more than 150 pages of dynamic photography printed on high-quality stock. This coffee-table-style book is distributed to every registered show participant, providing year-round exposure.

SPECTATOR GUIDE
Goodguys Spectator Guides are a popular piece put in the hands of thousands of spectators, participants, and exhibitors at every event. Packed full of great information including the show map, daily schedule, Goodguys sponsors...and YOUR AD. This 5”x2” ad space is limited and available on a first-come, first-serve basis. Only $250/event.

WALL CALENDAR
Reach Goodguys members where they’re most active - in their garage! Featuring the dates of all 2021 Goodguys events, the large (35”x21.5”) poster finds a home in shops, garages and man caves across the country. Put your brand in front of hot rod enthusiasts, builders, collectors and the most influential shops in the country - every day! Distributed with the February issue of the Goodguys Gazette.

NEWSLETTER
Goodguys digital now includes a unique Newsletter spotlight that goes out to more than 225,000 active subscribers.
- 625x625 graphic image of your product(s) and brand (submitted by advertiser)
- Up to 75 words of copy
- Links to your preferred destination URL
- Complimentary 600x100 digital ad in a second newsletter
- Emailed to more than 210,000 subscribers with a great click through rate

LIMITED INVENTORY AVAILABLE | Only $550 per e-blast
GOOD-GUYS.COM is the home for Goodguys events where members, attendees, and partners research, register, purchase tickets, and keep up with GoodGuys news. It also features access to the Goodguys Digital Gazette, a monthly award winning Hot Rodders publication packed full of stunning photography, shop tours, how-to’s, product reviews, buyers guides, industry history and more.

FUEL CURVE.COM is Goodguys with a twist - bringing like-minded performance purists together to celebrate speed. Powered by the Goodguys Rod & Custom Association, Fuel Curve entertains, informs and excites enthusiasts through news, hot products, car features, shop tours, videos and more!

Goodguys Digital advertising programs include your ads on Good-Guys.com, FuelCurve.com, and Goodguys “members-only” sites - plus new products exposed on FuelCurve.com’s “Parts and Performance.”
<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>AD SIZE</th>
<th>ESSENTIALS</th>
<th>PREFERRED</th>
<th>PREFERRED PLUS</th>
<th>BEST VALUE!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>728x90 / 970x90</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>300x100</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>300x600</td>
<td>---</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>---</td>
<td>---</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>AD UNIT</td>
<td>AD SIZE</td>
<td>MOBILE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Small</td>
<td>320x50</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Mobile Large</td>
<td>320x250</td>
<td>---</td>
<td>---</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>AD UNIT</td>
<td>AD SIZE</td>
<td>NEWSLETTER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>News Leaderboard</td>
<td>600x100</td>
<td>---</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

$395.00/mo  $695.00/mo  $895.00/mo

ADVERTISING & SPONSORSHIPS TEAM

CLINT PETREE
Advertising Sales
clintp@good-guys.com • (925) 218-9154

SADIE VAIL
Vendor Sales Manager
sadiev@good-guys.com • (925) 218-9152

JASON SNYDER
VP, Sales & Partnerships
jasons@good-guys.com • (310) 466-1823
## EVENT SCHEDULE

### MARCH
- March 12-14, 2021
  - 11th LMC Truck Spring Lone Star Nationals
    - Autocross: Tremec "Lone Star" Shootout
    - Texas Motor Speedway - Fort Worth, TX
- March 19-21, 2021
  - 11th FiTech Fuel Injection Spring Nationals
    - Autocross: "Spring Shootout"
    - WestWorld of Scottsdale - Scottsdale, AZ
- March 27 & 28, 2021
  - 38th All American Get-Together
    - Autocross: "American" Shootout
    - Alameda County Fairgrounds - Pleasanton, CA

### APRIL
- April 9-11, 2021
  - 20th Mopar’s Del Mar Nationals
    - Autocross: CPP "Duel in Del Mar" Shootout
    - Del Mar Fairgrounds - Del Mar, CA
- April 23-25, 2021
  - 6th Griot’s Garage North Carolina Nationals
    - Autocross: "Rumble in Raleigh" Shootout
    - North Carolina State Fairgrounds - Raleigh, NC

### MAY
- May 21-23, 2021
  - 2nd RaceDeck Salt Lake Nationals
    - Autocross: "Great Salt Lake" Shootout
    - Utah State Fairpark - Salt Lake City, UT
- New Date: May 28-30, 2021
  - 15th BASF Nashville Nationals
    - Autocross: "Music City Mayhem" Shootout
    - Nissan Stadium - Nashville, TN

### JUNE
- June 5 & 6, 2021
  - 27th Summer Get-Together
    - Autocross: "Muscle Car" Shootout
    - Alameda County Fairgrounds - Pleasanton, CA

### JULY
- July 2-4, 2021
  - 30th Speedway Motors Heartland Nationals
    - Presenting by IRSF
    - Autocross: "Duel In Des Moines" Shootout
    - Iowa State Fairgrounds - Des Moines, IA
- July 9-11, 2021
  - 23rd Summit Racing Nationals
    - The Big Bad Presenting by PPG
    - Autocross: Forgeline "Buckeye" Shootout
    - Ohio Expo Center - Columbus, OH

### AUGUST
- August 13-15, 2021
  - 19th Great Northwest Nationals
    - Autocross: Summit Racing “Big Hoss” Shootout
    - Washington State Fair Events Center - Puyallup, WA
- August 20-22, 2021
  - 2nd Grundy Collector Car Insurance Great American Nationals
    - Autocross: "Steel" Shootout
    - York Expo Center - York, PA
- August 27-29, 2021
  - 34th West Coast Nationals
    - Presenting by IRSF
    - Autocross: FiTech EFI “West Coast” Shootout
    - Alameda County Fairgrounds - Pleasanton, CA

### SEPTEMBER
- September 10-12, 2021
  - 23rd Colorado Nationals
    - Presenting by Griot’s Garage
    - Autocross: "Western" Shootout
    - The Ranch Events Complex - Loveland, CO
- September 24-26, 2021
  - 28th Summit Racing Lone Star Nationals
    - Autocross: Summit Racing "Big Hoss" Shootout
    - Texas Motor Speedway - Fort Worth, TX

### OCTOBER
- October 1-3, 2021
  - 1st So-Cal Nationals
    - Autocross: "Pacific Coast" Shootout
    - Del Mar Fairgrounds - Del Mar, CA

### NOVEMBER
- November 13 & 14, 2021
  - 31st Autumn Get-Together
    - Autocross: "Fall" Shootout
    - Alameda County Fairgrounds - Pleasanton, CA
- November 19-21, 2021
  - 24th Speedway Motors Southwest The Grand Finale Nationals
    - Presenting by Barrett-Jackson
    - Autocross: "Duel in the Desert" Shootout
    - WestWorld of Scottsdale - Scottsdale, AZ
OUR SPONSOR PARTNERS

GLOBAL
ELECTRONIC TECHNOLOGY

Grundy
INSURANCE

OPTIMA
BATTERIES

Pepperidge
GLOBAL
Logistics

FiTech
Fuel Injection

SPEEDWAY
motors

BASF
We create chemistry

GRIOT’S
GARAGE

LMC TRUCK
PARTS & ACCESSORIES

Megular’s

RD
RACEDECK
GARAGE FLOORS

SUMMIT
RACING EQUIPMENT

ADVANTAGE
LIFTS

BORGESON
Steering You Forward

Dakota Digital

GEARSTAR
PERFORMANCE TRANSMISSIONS

LOKAR
PERFORMANCE WHEELS

MARCH
PERFORMANCE PULLEYS & BRACKETS

PAINLESS
PERFORMANCE PRODUCTS

PPG

ridetech

Lucas
OIL PRODUCTS INC.

Performance
Pulleys & Brackets

Bikeshop

Street Rod Headquarters

Tanks

Designers
Street Rods

Golden Star

Goodyear

RS

Roush

Performance

American Racing

Auto Meter

CFF

DEWALT

Forgeline

Kicker

FiTech

Fuel Injection

LeCarra

Speedway Motors

Optima

Summit

Tremec

GOODGUYS ROD & CUSTOM | 23