



**BST PROMOTIONS
SPONSOR / ADVERTISING
INFORMATION
PACKET
2021**

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WHO WE ARE

Blood Sweat and Tears Promotions is the premier promoter for Colorado dirt track racing and other public events such as concerts, Demolition Derbys, Car Shows, and Monster Trucks for the *past 35 years*. We manage two Colorado venues, one in El Paso County which serves one of the largest populations in the state, and the other in Phillips County which is the hub to a large portion of the northeastern Colorado/Nebraska region. We also promote two interstate tours reaching audiences in Kansas, Nebraska, and Wyoming, and run numerous *nationally* sanctioned divisions.

We are centrally located and have a strong base and following in Colorado, however, last year's challenges motivated our team to expand into online streaming and other events which has allowed us to reach a much larger market and target audience and provide additional opportunities for advertising.

Our 2021 Season promises continue growth in these areas and great sponsorship opportunities at a time when many industries are not able to operate as before. Even under extreme circumstances, BST Promotions was able to adapt and continue holding public events all through 2020 with local officials' cooperation. The systems already in place ensure we will continue running successfully throughout 2021.

Our marketing team is ready to help customize a sponsorship/ advertising package to fit any size business and budget.

Vendor opportunities are also available, just contact us for more information.

Call 720-404.0400 or email joe@BSTracing.com to discuss all the benefits of working with us to grow your business.

