



# 2025 HPX LIVE

BRINGING AUTOMOTIVE PASSION TO LIFE

**HPX**  
HIGH PERFORMANCE EXPO

**MOTORTREND**

HEARST

# RACING ROOTS. TECH-DRIVEN INNOVATION.

## WHO IS HPX?

HPX is an innovative brand redefining the automotive event experience. With HPX LIVE, they bring together cutting-edge activations, thrilling competitions, and cultural showcases that celebrate the passion and creativity of the automotive world.

At HPX, attendees can:

- Connect with industry leaders
- Expand their expertise with exclusive training
- Discover the latest innovations
- Experience thrilling reveals and dynamic sessions

More than just a show, HPX—hosted by the North Carolina Motorsports Association—is the ultimate destination where the future of automotive performance takes center stage. And with HPX LIVE extending into the weekend, it's a full-throttle experience like no other — **all in Charlotte, all at HPX.**





# HPX LIVE: A BOLD NEW CHAPTER IN AUTOMOTIVE EVENTS

For the first time ever, HPX is launching HPX LIVE, a groundbreaking experience that promises to redefine the automotive event experience. Whether a pro or enthusiast, this is an opportunity to experience the latest innovations, exclusive reveals, and product introductions.

MotorTrend is proud to partner with HPX to bring this vision to life, combining our expertise in storytelling and engagement with HPX's bold approach to event design.

This collaboration is more than a partnership—it's a milestone moment for automotive culture, creating a dynamic platform to celebrate passion, innovation, and connection on an unprecedented scale. Together, we're making HPX LIVE the must-attend event for brands, enthusiasts, and culture-makers alike.



# A POWERFUL PARTNERSHIP

The partnership between MotorTrend and HPX creates an unparalleled synergy. With the team's visionary leadership in event design and MotorTrend's legacy of storytelling, reach, and engagement, this collaboration is uniquely positioned to deliver an inaugural festival that connects brands, enthusiasts, and culture.

## UNMATCHED BRAND ALIGNMENT

MotorTrend is synonymous with automotive passion and innovation, making it the perfect partner for brands seeking to connect with engaged and loyal enthusiasts.

## MEDIA AND REACH

With MotorTrend's proven ability to amplify events through organic social, digital, and print channels, sponsors benefit from unparalleled exposure and audience engagement.

## EVENT EXPERTISE

Leveraging a legacy of successful events such as Roadkill Nights and Super Street After Dark, MotorTrend brings proven experience in creating immersive consumer activations.





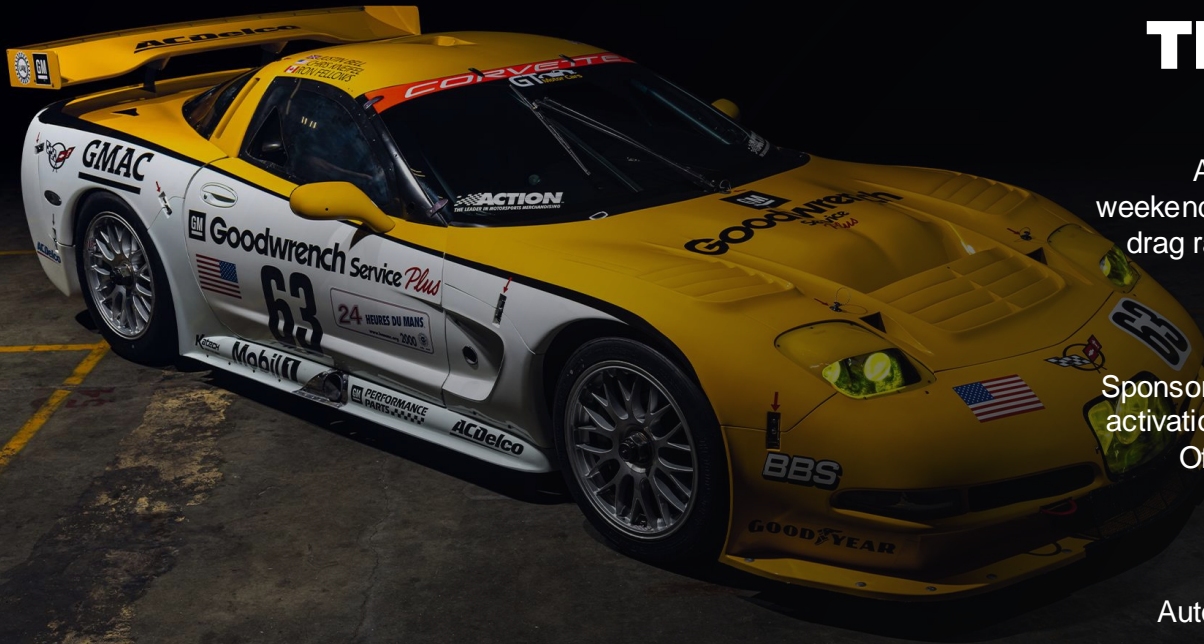
# EVERYBODY'S WORKING FOR THE WEEKEND

While the inaugural HPX trade show sets the stage from June 3–5, 2025, at the Charlotte Convention Center, the real energy ignites over the weekend.

**On June 6–7, MotorTrend, and your brand, take center stage at zMAX Dragway with HPX LIVE, transforming the event into an electrifying celebration of automotive passion.**

From adrenaline-pumping drag races to immersive activations, MotorTrend ensures an unforgettable weekend that drives excitement, connects brands with enthusiasts, and sets a bold new standard for automotive events.





# THE OPPORTUNITY

## WHAT IS HPX LIVE?

A premier automotive experience taking place the weekend following the HPX trade show, featuring thrilling drag racing, talent activations, and dynamic consumer-focused experiences.

## SPONSORSHIP OPPORTUNITY

Sponsorship within the high-energy weekend events and activations at zMAX Dragway beginning with a VIP Kick-Off Party on Friday, June 6, and extending through activations on Saturday, June 7, 2025.

## TARGET AUDIENCE

Automotive enthusiasts, families, and high-net-worth consumers.

## DATE & LOCATION

Weekend activations Friday, June 6 and Saturday, June 7 at zMAX Dragway.

## PROJECTED REACH

Estimated HPX LIVE Attendance: 10K.  
HPX LIVE Participants: 250+ drag racers and show cars.





**BRINGING  
HPX TO LIFE**

# CORE ACTIVATIONS

The 2025 HPX LIVE brings together the best of drag racing, unique activations, and lifestyle experiences. From thrilling competitions to cultural showcases, this event is designed to captivate enthusiasts, connect brands, and deliver unforgettable moments.



## DRAG RACING

Small-Tire Shootout  
Streetcar Shootout  
Bracket Racing  
Exhibition Runs



## UNIQUE CONSUMER EXPERIENCES

Roadkill Burndown: Hosted by  
Freiburger & Finnegan  
Drifting Exhibitions



## LIFESTYLE & CULTURE

Friday VIP/Influencer Kick-Off  
Party: Networking with exotic cars  
and motorsports talent  
Food trucks, merchandise, and  
swap meet.



## PLUS-UP CONCEPTS\*\*

DUB Truck Rally, Overland Expo,  
JDM Rally/Display.  
Concert as a marquee event.

*\*\*WIP; concepts are sponsored opportunities*



# SPONSORSHIP OPPORTUNITIES

HPX LIVE offers tiered sponsorship packages designed to maximize brand visibility, engage with passionate automotive enthusiasts, and create meaningful connections. Join us in creating a one-of-a-kind event that delivers value for both sponsors and attendees.



## SPONSORSHIP TIERS

Title Sponsor  
Presenting Sponsor  
Product Sponsor  
Custom Sponsorship  
Opportunities Upon Request



## EXHIBITOR MIDWAY

Open to automotive brands and  
lifestyle companies



## FRIDAY NIGHT VIP PARTY

Friday VIP/Influencer  
Weekend Kick-Off Party



## CUSTOM ACTIVATIONS

Designed to align with specific  
sponsor goals  
*(e.g., product launches, branded content)*

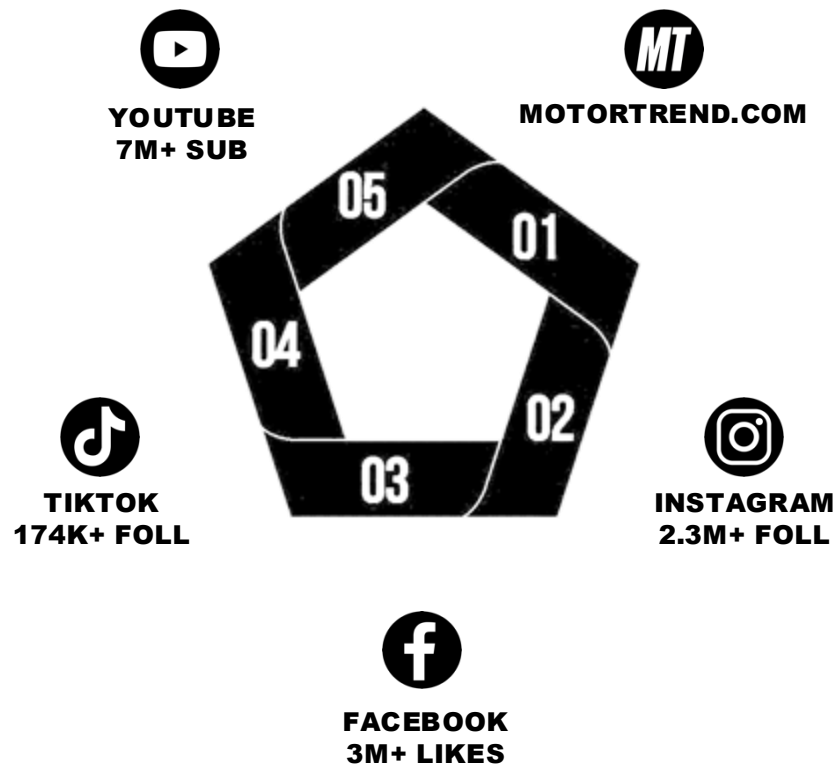
# PROMOTIONAL STRATEGY

## MotorTrend-Led:

- Organic social promo across MotorTrend & Hot Rod platforms
- Featured editorial coverage across digital & print channels
- On-site branded content for deeper sponsor integration
- PR & Outreach: National & local media exposure, influencer & talent collaborations

## HPX-Led:

- Amplified reach through exhibitor networks
- Targeted email campaigns (Southeast & Eastern Seaboard focus)
- Nationwide presence in industry print & digital
- Social promotion via HPX Meta, YT, & LI





# FRIDAY NIGHT VIP KICKOFF PARTY

## SPONSORABLE OPPORTUNITY

Kickstart the weekend with an evening of entertainment, networking, and celebration that amplifies your brand's presence and sets the tone for HPX LIVE.

- **Connect with Influencers and Talent:** Gain direct access to influential personalities in the automotive and motorsports industries, including exotic car owners, motorsports legends, and top-tier creators.
- **Elevate Your Brand:** Showcase your products or services in a premium environment, where luxury and innovation take center stage. Align your brand with the excitement and prestige of this high-profile event.
- **Target High-Value Consumers:** Engage with an audience of high-net-worth individuals, automotive enthusiasts, and tastemakers in an intimate and engaging setting.
- **Create Memorable Experiences:** Partner with MotorTrend to design unique activations or product displays that captivate this elite audience and leave a lasting impression.



# OFFICIAL TITLE SPONSORSHIP PACKAGE\*: \$50,000

EVENT ACTIVATION	SOCIAL MEDIA	DIGITAL / MEDIA	E-BLAST	PRINT
Dedicated activation space (up to 150' x 30') in the product sponsor midway (Sponsor responsible for providing rig and activation)	4x Instagram Stories on product(s) from event display and ; sponsor link included in stories 2x In-Feed Posts (Facebook or Instagram) focused on product(s) from event display; sponsor link included in posts	Logo Inclusion on event landing page	Inclusion in promotion emails to aftermarket group subscribers*	Inclusion in print ads in respective media platforms, including MotorTrend and HOT ROD magazines*
:30-second announcements (with Sponsor-supplied copy) made by mainstage announcers (up to 4x per day)	1x Sponsor Recap Video to be posted across social media (inclusive of one of the uses as an in-feed post, as listed above)	1x Editorial article on Sponsor product and involvement with HRPT with native promotion and targeted display media package		
Ability to add Sponsor-supplied promotional item(s) in participant giveaway bags	Influencer collaborations (and social posts) to be discussed (add'l scope required)	Logo inclusion and/or verbal mention included in local market media buys (e.g. radio, local ads)		
:30 or :60-second Sponsor-supplied video played on large screen (4x per day)				
Premier banner placement (5x per venue) (banners supplied by Sponsor)				
Daily on-stage interview and product demonstration opportunity (1x per day)				
Inclusion in press releases and announcements surrounding the event				
Primary language and position in event logo lockup and all references to the event, including merchandise and banners.				
Exclusivity offered within Product category				

\*Inclusion is pending commitment date

\*\*Includes post-event sponsorship recap



# OFFICIAL PRESENTING SPONSORSHIP\* PACKAGE: \$30,000

EVENT ACTIVATION	SOCIAL MEDIA	DIGITAL / MEDIA	E-BLAST	PRINT
Rig placement (up to 100' x 30') in the product sponsor midway (Sponsor responsible for providing rig and activation)	3x Instagram Stories focused on product(s) from event display; sponsor link included in stories 1x In-Feed Post focused on product(s) from event display; sponsor link included in posts	Logo Inclusion on event landing page	Inclusion in promotion emails to aftermarket group subscribers*	Inclusion in print ads in respective media platforms, including MotorTrend and HOT ROD magazines*
:30-second announcements (with Sponsor-supplied copy) made by mainstage announcers (up to 2x per day)	Influencer collaborations (and social posts) to be discussed (add'l scope required)	1x Editorial article on Sponsor product and involvement with HRPT with native promotion and targeted display media package		
Ability to add Sponsor-supplied promotional item(s) in participant giveaway bags		Logo inclusion and/or verbal mention included in local market media buys (e.g. radio, local ads)		
:30 or :60-second Sponsor-supplied video played on large screen (2x per day)				
Premier banner placement (3x per venue) (banners supplied by Sponsor)				
Daily on-stage interview and product demonstration opportunity (1x per day)				
Inclusion in press releases and announcements surrounding the event				
Secondary language and position in event logo lockup and all references to the event, including merchandise and banners				
Exclusivity offered within Product category				

\*Inclusion is pending commitment date

\*\*Includes post-event sponsorship recap

# OFFICIAL PRODUCT SPONSORSHIP PACKAGE: \$10,000

EVENT ACTIVATION	SOCIAL MEDIA	DIGITAL	E-BLAST	PRINT
Rig placement (80' x 30') in the product sponsor midway (sponsor responsible for providing rig and activation)	2x Instagram Stories focused on product(s) from event display; sponsor link included in stories	Logo Inclusion on event landing page	Inclusion in promotion emails to aftermarket group subscribers*	Inclusion in print ads in respective media platforms, including MotorTrend and HOT ROD magazines*
:30-second PA announcements (with sponsor-supplied copy) made from main stage by emcee (up to 1x per day)				
Ability to add sponsor-supplied promotional item(s) in participant giveaway bags				
:30 or :60-second sponsor-supplied video played on vision screen (up to 2x per day)				
On-stage interview and product demonstration (1x per day)				
Premier banner placement (2x per venue) (banners supplied by sponsor)				
Exclusivity offered within Official Product category				

\*Inclusion is pending commitment date





# EXHIBITOR MIDWAY

## A PREMIER BRAND SHOWCASE

Position your brand at the heart of HPX LIVE's Exhibitor Midway, where automotive enthusiasts and industry leaders come together.

This high-energy, immersive environment offers a prime opportunity to engage directly with consumers, showcase and demo products, and drive sales through on-site activations. Open to both automotive brands and lifestyle companies, the Midway is designed for maximum exposure and impact.

## INVESTMENT TIERS

- 10' x 10' - \$600
- 10'x 20'- \$700
- 20' x 20' - \$1000
- 30' x 20' - \$1200
- 40' x 20' - \$1400
- 50' x 20' - \$1600
- 60' x 30' - \$1800

**CONNECT WITH YOUR MOTORTREND OR HPX REPRESENTATIVE FOR MORE DETAILS  
INCLUDING CUSTOMIZATION OPPORTUNITIES**



**CUSTOM  
OPPORTUNITIES**

# CUSTOM PROGRAM OPPORTUNITIES

To help your brand connect further with its target audience, drive specific metrics or create incremental on-site activations, our team will work with your brand to develop custom campaigns and activations. Potential elements include:

- Vehicle and Product Launches
- MotorTrend Talent Appearances, Meet N' Greets, Panels, etc.
- Custom Event Activations & Experiential Marketing Stunts
- VIP Events
- Branded Content Development
- Social Media Influencers & Takeovers
- Staffing, Premiums, Sweepstakes
- Lead Generation
- Targeted Media
- Custom Research





## CUSTOM ACTIVATION EXAMPLE

# AMAZON AUTOMOTIVE ROADKILL NIGHTS

- **Objective:** Amazon Automotive aimed to establish a strong presence at Roadkill Nights by showcasing its extensive auto parts selection and engaging with car enthusiasts.
- **Solution:** MotorTrend executed an activation, featuring:
  - **Interactive Branded Space:** Nine Amazon vendors with dedicated product displays, interactive experiences, and social media amplification, enabling direct engagement with attendees.
  - **Content Integration:** A dedicated Car Craft build series documenting the restoration of a 1965 Dodge Coronet, unveiled at Roadkill Nights to boost excitement and brand recognition.
- **Results:** Effectively promoted Amazon Automotive's products, delivered high engagement through activations and storytelling, and strengthened vendor relationships via increased visibility and customer interaction.



# CUSTOM ACTIVATION EXAMPLE DURALAST HOTROD POWER TOUR

- **Objective:** Duralast aimed to engage auto shop owners and professionals through exclusive experiences that fostered brand affinity and industry connections.
- **Solution:** MotorTrend delivered two tailored activations:
  - **VIP Party for Auto Shop Owners:** A 100-person invite-only cocktail event featuring networking with influencers, premium catering, photo ops, curated car displays, and co-branded giveaways with AutoZone.
  - **"Shop Talk with Lucky" Panel:** A discussion with industry experts, pre-submitted audience questions, and a custom-branded set showcasing Duralast products, attracting 200+ engaged attendees.
- **Results:** Strengthened Duralast's presence among auto professionals by delivering valuable networking, education, and brand exposure while aligning with client objectives.





# CUSTOM ACTIVATION EXAMPLE MICKEY THOMPSON HOTROD DRAG WEEK

- **Objective:** Mickey Thompson aimed to maximize brand visibility and engagement as the Official Tire Sponsor of HOT ROD Drag Week's 20th anniversary, leveraging both on-site and digital platforms.
- **Solution:** MT delivered a comprehensive sponsorship including:
  - **On-Site Activation:** Robust branding at five iconic race tracks, featuring Mickey Thompson presence in pit areas, apparel, and product displays.
  - **Livestream Sponsorship:** First-ever pit reporter coverage with branded apparel and microphone.
  - **Social & Editorial Exposure:** Dedicated product reels, daily recap videos, and extensive editorial coverage.
  - **Promo Eblasts:** Targeted outreach to amplify Mickey Thompson's sponsorship and product offerings.
- **Results:** Elevated Mickey Thompson's brand presence among racers and enthusiasts. Strong audience engagement through livestream and social. Integration into the event's storytelling, reinforcing brand credibility within the racing community.





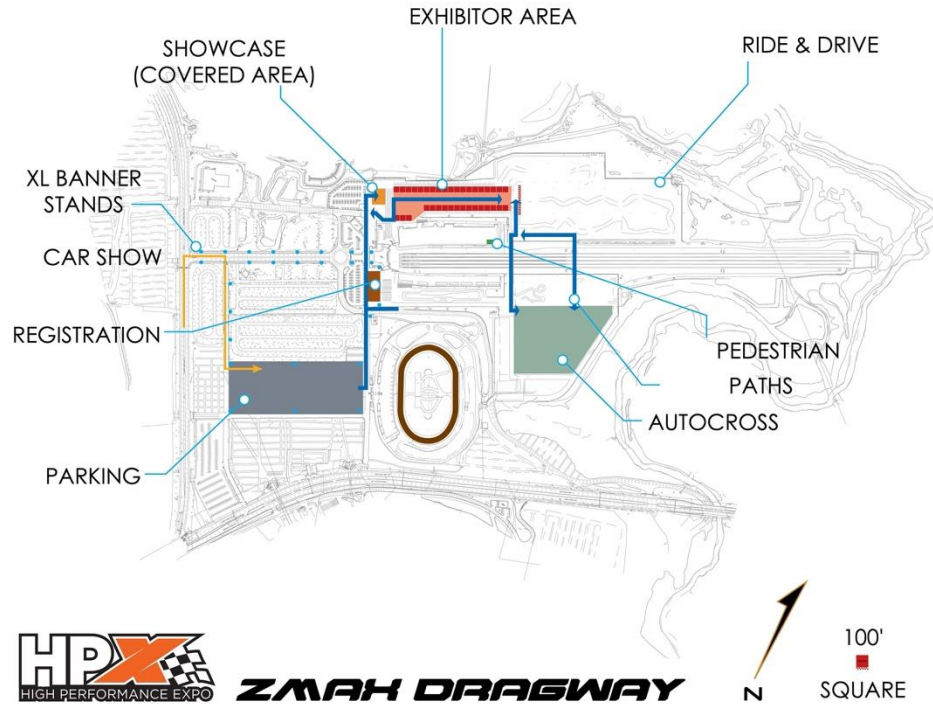
A dark-colored car is shown from a side profile on the left side of the frame. Its headlights are turned on, creating a bright, horizontal beam of light that extends across the middle of the image. The background is solid black, making the car and the light beam stand out. The text is positioned to the right of the car, partially overlapping the light beam.

**TOGETHER, WE CAN TRANSFORM HPX  
LIVE INTO AN UNFORGETTABLE  
CELEBRATION OF AUTOMOTIVE PASSION.**



**APPENDIX**

# HPX LIVE ROADMAP\*



\*Event layout in-development; subject to change by event organizers



# THANK YOU

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