CANADIAN SUPER TRUCK RACING SERIES

where horsepower meets asphalt

MNP

MNP CANADIAN SUPER TRUCK RACING SERIES

2027 Corporate Partnership Opportunities



THE SERIES

WHY CANADIAN SUPER TRUCKS?

For more than 30 years, the Canadian Super Truck Racing Series has brought fast-paced, wheel-to-wheel racing to fans across Western Canada and the Northwestern United States. Inspired by the excitement and style of the NASCAR Craftsman Truck Series, our events offer a distinctive motorsports experience that brings together families, communities, and passionate race fans to feel the rush of professional truck racing.

For corporate partners, the series provides opportunities to connect with loyal audiences through on-track visibility, fan engagement, digital promotion, event activation, and corporate hospitality. Our events also support local communities and create memorable experiences both on and off the track.

Partnering with the Canadian Super Truck Racing Series aligns your brand with an established, family-friendly motorsports tradition while providing meaningful exposure in a high-energy environment.

We welcome the opportunity to discuss a partnership tailored to your marketing goals and help your brand become part of the excitement.

THE SERIES AT A GLANCE

30+
YEARS OPERATING

10,000
CUMULATIVE SEASON ATTENDANCE

7
COMMUNITIES

177K
2026 FACEBOOK VIEWS

27.1K
2026 SOCIAL MEDIA VIEWERS

2.6K
2026 CONTENT INTERACTIONS

1.2K
FACEBOOK FOLLOWERS

AUDIENCE AND SERIES FOOTPRINT

MARKETS / COMMUNITIES

Saskatoon | Medicine Hat | Hythe / Grande Prairie | Polson | Prince George | Edmonton | Penticton



2027 RACE WEEKENDS

TBA

VIEW THE 2026 RACE SCHEDULE

OUR AUDIENCE

The MNP Canadian Super Truck Racing Series reaches a loyal regional audience of motorsport fans, families, tradespeople, automotive enthusiasts, and community-minded consumers across Western Canada and the Northwestern United States.

Fans engage with the series both at race events and online, giving partners opportunities to build awareness through truck branding, race-day activation, digital promotion, giveaways, displays, and direct interaction with spectators.

KEY INTERESTS: MOTORSPORTS / TRUCKS & AUTOMOTIVE / TOOLS & EQUIPMENT
TRADES & INDUSTRY / FAMILY ENTERTAINMENT / REGIONAL BUSINESS / COMMUNITY EVENTS

HOW PARTNERS APPEAR

CORPORATE PARTNERSHIP OPPORTUNITIES

YOUR BRAND IN ACTION



ON-TRUCK VISIBILITY

Logo/decal placement on participating trucks

RACE NAMING & PRESENTING RIGHTS

Feature race, Dash for Cash, contingency awards, or other agreed naming opportunities.

LORDCO 100 / MNP FEATURE





TRACK ACTIVATION

Banners, flags, giveaways, coupons, product displays and other activations subject to track approval.

VICTORY LANE & AWARDS

Trophy presentations, banners, photographs, and top-finisher recognition.



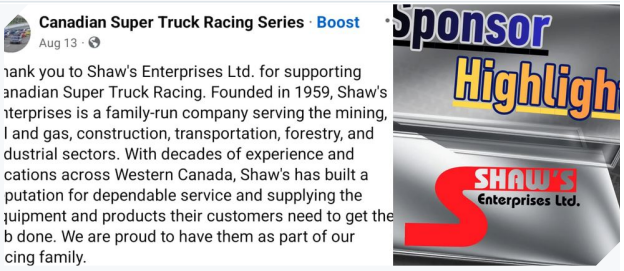


COMMUNITY & CORPORATE APPEARANCES

Race truck displays, parades, car shows, customer/staff events and business promotions when available.

DIGITAL EXPOSURE

Website and Facebook/Instagram recognition, links, event promotion and sponsor mentions.



INVESTMENT OPTIONS

2027 PARTNERSHIP OPPORTUNITIES

Select a season-long partnership, a race-day presence, or a custom activation built around your marketing goals.

PARTNERSHIP	INVESTMENT	OVERVIEW
Series Title Partner	**$20,000**	The highest partnership level in the series. Multi year contract available.
Series Co-Sponsor / Official Series Partner	**$10,000**	Season-long brand visibility and broad series integration. Opportunity for official/exclusive industry partner.
Feature Race Day Sponsor	**$3,000**	Own a specific race day / feature event with event media, PA recognition, Victory Lane and activation opportunities.
Contingency Sponsor	**$2,500 + decal**	Season-long decal presence on race trucks plus selected digital, PA and activation recognition.
Dash for Cash / Event Presenter	**Custom**	Targeted naming rights and race-day recognition for a specific event or competition element.
Custom Promotion	**Custom**	Build a tailored promotion around the sponsor’s market, objectives, audience and budget.

Explore examples of what is included in selected partnership packages on the following pages.

PACKAGE EXAMPLE

SERIES CO SPONSOR / SERIES PARTNER

$10,000

INCLUDED

- Company/product name decal on all trucks in a prominent location (size/location to be determined)
- Website and Facebook recognition with direct link
- Shared media event advertising
- Logo/name recognition on truck displays, parades and corporate displays
- Race-truck appearance at company/customer/staff promotions when available
- Race-day PA announcements and company mentions
- At-track promotion opportunities including banners, flags and giveaways
- Victory Lane branding and top-three feature-race presentation
- Four Series Championship Awards Banquet tickets

ADDITIONAL OPPORTUNITIES

- Race-day ticket packages
- VIP booth/chalet rental and catering where available

PACKAGE EXAMPLES

EVENT AND CONTINGENCY SPONSORSHIPS

FEATURE RACE DAY SPONSOR

$3,000

INCLUDED

- Race-event media advertising featuring the sponsor name
- Series website and Facebook recognition
- Race-event PA announcements / company mentions
- Pre-race truck display at sponsor site when available
- Victory Lane celebration and trophy presentation to top three feature finishers
- At-track promotion opportunities subject to track approval
- Two Series Championship Awards Banquet tickets

ADDITIONAL OPPORTUNITIES

- VIP booth/chalet rental and catering
- Race-day ticket packages

CONTINGENCY SPONSOR

$2,500 + decal

INCLUDED

- Company/product decal/logo on race trucks for the series
- Website and Facebook recognition
- At-track PA mentions
- Track activation opportunities such as giveaways/coupons, subject to approval
- Two Series Championship Awards Banquet tickets

ADDITIONAL OPPORTUNITIES

- VIP booth/chalet rental and catering
- Race-day ticket packages

SPONSOR RESULTS

PARTNERSHIPS IN ACTION

The MNP Canadian Super Truck Racing Series is supported by businesses across automotive, energy, industrial services, hospitality, construction, retail, restaurants, tourism boards and local communities. Our partnerships range from season-long series support to event sponsorships, contingency programs, promotions, and community activations.

CURRENT & RECENT PARTNERS

MNP · Collicutt Energy · YXE Auto · Fitzgerald Aggregates Inc · Just Sports Photography · O.V. Aggregates Ltd. · Lordco Auto Parts · Brothers HDD · RIV Toybox · Five Star RaceCar Bodies · Western Camp Services Ltd. · WRP Western Racing Products · Annugas · Applied Industrial Technologies · Brewhouse Pilsner · Shaw's Enterprises Ltd. · NAPA Auto Parts · Minuteman Press - Red Deer · Webb's · Canalta Hotels · Traveland RV · Your Prairie RAM Retailers

PARTNER SPOTLIGHT

YXE AUTO / FULL THROTTLE FOUR

SASKATOON · 2026 CHAMPIONSHIP



YXE Auto sponsored a four-feature championship at Sutherland Automotive Speedway in Saskatoon. Four dates were advertised: May 23, June 27, August 8 and August 29. One date was rained out, so two feature races ran on the final race day. The championship recognized individual race winners and an overall points champion, with trophies supplied by YXE Auto.

An estimated 1,500 spectators attended across the three completed race days. Posts mentioning YXE Auto generated more than 20,000 combined views, alongside trackside signage and announcements. The championship photo is also featured as the series website hero image, extending exposure beyond the racing season.

4
FEATURE RACES

~1,500
EST. SPECTATORS

20,000+
SOCIAL POST VIEWS

BEYOND RACE DAY Championship photo featured as the series website hero image.

GET IN TOUCH

LET’S BUILD A PARTNERSHIP

From season-long brand exposure to a single race weekend, the MNP Canadian Super Truck Racing Series can build a partnership around your market, customers, employees and promotional goals.

Whether you’re looking for on-truck visibility, race-day activation, digital exposure, hospitality, or a custom promotion, we’d welcome the opportunity to discuss what would create the most value for your organization.

BUSINESS DEVELOPMENT TEAM

business@cdnsupertrucks.com

Mark Burton	780-312-4004
Dave Vennard	780-887-9971

SERIES WEBSITE **FACEBOOK** **INSTAGRAM**





