



JIM "JET" NEILSON

Veteran exhibition and drag racing with four world records and decades of competition, innovation, and trusted partnerships—now expanding visibility through NHRA features, major automotive events, and media.

SPEED. RECORDS. LEGACY. VISIBILITY

HIGHLIGHTS AT A GLANCE



**SEMA 160K+
ATTENDEES**



**NHRA EVENTS
50-90K ATTENDEES
PER EVENT**

**CONTACT JIM AT:
(951) 398-2366**

www.jim-jet.com



WHO IS JIM “JET”

Jim “Jet” is a long-standing motorsports figure known for jet-powered vehicles, land-speed records and performance, and sustained involvement in drag racing culture. His career spans multiple decades, with deep roots in the 1980s–2000s drag racing era and a renewed public presence today through NHRA, automotive showcases, and media appearances.

PROVEN LONGEVITY

EVENT DENSITY

FLEXIBILITY

MEDIA READY PRESENCE

INTERNATIONAL EXPERIENCE

After his extended stay in Panama, Jim has re-established himself as a featured presence at high-visibility motorsports and enthusiast events in the U.S. Today, he offers partners consistent exposure, authentic credibility, and long-term brand alignment—both at the track and beyond race weekends.

His autobiography will be out in 2026 and guaranteed to be a bestseller. This story is less about racing and more about the twists and turns of a man living on the razor's edge.

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VISIBILITY AND REACH

RECENT & ONGOING VISIBILITY

- Multiple NHRA national events (feature car appearances).
- SEMA Show — Las Vegas 2025
- NHRA Nationals & Finals
- Mooneyes automotive events
- Pomona Swap Meet (Fairplex)
- Southern California—Las Vegas automotive corridor exposure
- International potential
- High profile charity events

MEDIA HIGHLIGHTS

- Live interview during FOX NHRA coverage
- On-site interviews, photography, and fan engagement
- Ongoing digital and social amplification tied to events

ATTENDANCE REACH

- SEMA Show: 160,000+ industry professionals
- NHRA National Events: 50,000–90,000 per event
- NHRA Pomona Finals: 75,000–90,000 weekend attendance
- Mooneyes Events: 30,000–40,000
- Pomona Swap Meet: 40,000–50,000 per event

Attendance estimates based on published organizer, venue, and industry reporting.

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SPONSOR CREDIBILITY

HAUL PASS LOGISTICS 35+ YEARS

Tom started as a partner in the '90s with his company, Truck Air Transfer. Since then, the company names have changed, but his support hasn't.

CURRENT SPONSOR

THIS MEANS:

TRUSTED BY BRANDS

PROVEN ABILITY TO REPRESENT SPONSORS CONSISTENTLY

CLEAN BRAND ENVIRONMENT

PROFESSIONAL PRESENTATION

- Aurelium Press
- Creative Spa Designs
- Kresta Roofing
- Boerne Stage Airfield
- Don Jose Cigars
- White Star Consulting
- Texas Chrome
- Threshold Aviation
- Ultra Dent Tools
- POC Upholstery
- Doc Jung Scorpion Team
- Collision Care Pros
- Dent Pro
- V & M Auto Paint Supplies
- Tub O' Towels

PREVIOUS (LEGACY) SPONSORS

- Olympic Gardens Casino
- Jet Hot (world record support)
- Isky Cams
- Prolong (Now Pro-One)
- Century 21 Money World
- SportsandTravel.com
- NAPA
- Hooters
- Snap On
- Circle K
- DentPro
- Parts Plus

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1-YEAR SPONSORSHIPS



SPONSOR BENEFITS MAY INCLUDE:

- Exclusivity
- Logo display on car, trailer, etc.
- Event and appearance visibility
- Media & interview recognition
- Digital inclusion
- Merch integration

Tier	Best For	Key Visibility	Media & Events	Exclusivity
Legacy Partner	Long-term, anchor brands	Primary logo placement on vehicle, merchandise	Recognition in interviews, NHRA features, major events	Exclusive
Primary Partner	High-visibility performance brands	Prominent logo placement as agreed	Recognition at select interviews, events	Limited
Official Partner	Aftermarket & regional brands	Secondary logo placement as agreed	Event presence and digital inclusion	Non-exclusive
Supporting Partner	Category-specific brands	no logo placement	Select appearances and materials	Non-exclusive
Media & Publishing Partner	Story-driven recognition	Print & media recognition as agreed	Recognition at book launch and signings	Limited

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WHY SPONSOR NOW?

JIM HAS BIG PLANS TO PICK UP WHERE HE LEFT OFF

- NHRA Events Already Scheduled
- Book Launch & Signing Events in the Works
- Charitable Events Coming
- Exclusive Partner Party
- Bragging Rights

SPONSOR EARLY FOR MAX EXPOSURE!



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