



# 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

ANDREA, MARKETING LIASON  
andrea@creative5280.com  
(303) 551-3202

[www.jim-jet.com](http://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.

## CONTACT

**ANDREA, MARKETING LIASON**  
andrea@creative5280.com  
(303) 551-3202

[www.jim-jet.com](http://www.jim-jet.com)

# 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

## 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.*



## MEDIA HIGHLIGHTS

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

## CONTACT

**ANDREA, MARKETING LIASON**

andrea@creative5280.com

(303) 551-3202

[www.jim-jet.com](http://www.jim-jet.com)



# PARTNER 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 PARTNERS

## THIS MEANS:

TRUSTED BY BRANDS

PROVEN ABILITY TO REPRESENT PARTNERS CONSISTENTLY

CLEAN BRAND ENVIRONMENT

PROFESSIONAL PRESENTATION

- Creative 5280
- 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) PARTNERS

- 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

## CONTACT

ANDREA, MARKETING LIASON

andrea@creative5280.com

(303) 551-3202

www.jim-jet.com

# PARTNERSHIPS AT A GLANCE



## PARTNER 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
<b>Legacy Partner</b>	Long-term, anchor brands	Primary logo placement on vehicle, trailer, merchandise	Recognition in interviews, NHRA features, major events	Exclusive
<b>Primary Partner</b>	High-visibility performance brands	Prominent logo placement as agreed	Recognition at select interviews, events	Limited
<b>Official Partner</b>	Aftermarket & regional brands	Secondary logo placement as agreed	Event presence and digital inclusion	Non-exclusive
<b>Supporting Partner</b>	Category-specific brands	no logo placement	Select appearances and materials	Non-exclusive
<b>Media &amp; Publishing Partner</b>	Story-driven recognition	Print & media recognition as agreed	Recognition at book launch and signings	Limited

**ANDREA, MARKETING LIASON**

andrea@creative5280.com

(303) 551-3202

[www.jim-jet.com](http://www.jim-jet.com)

# WHY PARTNER 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

**PARTNER EARLY FOR MAX EXPOSURE!**



**ANDREA, MARKETING LIASON**  
andrea@creative5280.com  
(303) 551-3202

[www.jim-jet.com](http://www.jim-jet.com)