



JULY 17-19, 2026

**SPONSORSHIP
OPPORTUNITIES**



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BERVILLE LIONS CLUB | JULY 17-19, 2026





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THE 48TH ANNUAL POWERSPORTS WEEKEND IS AN EXCITING, ACTION-PACKED EVENT THAT BRINGS TOGETHER ENTHUSIASTS FROM ALL OVER TO CELEBRATE HIGH-POWERED MOTORSPORTS AND COMMUNITY SPIRIT. FEATURING THRILLING DYNO PULLS, INTENSE DIRT DRAGS, A FIERY BURNOUT CONTEST, RUGGED TRUCK PULLS, AND MUCH MORE, THIS WEEKEND IS A MUST-ATTEND FOR FANS OF SPEED AND HORSEPOWER. **BEYOND THE ADRENALINE,** IT'S A FUNDRAISER EVENT THAT SUPPORTS LOCAL CAUSES, STRENGTHENING THE BONDS WITHIN THE COMMUNITY WHILE PROVIDING FUN AND ENTERTAINMENT FOR ALL AGES. **WHETHER YOU'RE COMPETING OR JUST WATCHING,** THE EVENT OFFERS A WELCOMING ATMOSPHERE WHERE PASSION FOR POWERSPORTS AND COMMUNITY PRIDE COME TOGETHER.

2025 by the numbers...

ATTENDEES
1500+

Facebook Views
145,000+

ATTENDEES FROM
MI, OH, IN, ON

Prizes & Payouts
\$10,000+

Event Registrations
400+

Facebook Responses
1800+

Volunteer Driven
100%

Community Driven
100%

CONTACT: DAN SHEVNOCK | 810-618-2801

CODY HAWK
HAWK PERFORMANCE DIESEL





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COMMUNITY FEEDBACK

Brandon Brinker

Had a good time today. Hope they keep doing it

grandmasspeed 1d

Thank you @bervillelions for holding a fantastic "Powersports Weekend" event!

David Locke

It was the first time for the wife and I and we had a blast !!! Berville Lions Club HSP Diesel

Becky Paupard- Drob

What a turn out!!!! FUN had by all and all ages
I would say it was a success and looking forward to next year

Chris Smith

My brother and I went on Sunday. Had a great day out there watching the races. You guys did an excellent job. Definitely be there next year if you guys have it again

timboslice_says

@bervillelions along with @grandmasspeed hoisted a awesome event over the weekend! It did not disappoint! We were definitely out of our element being basically the only cars there (everything else were trucks). Next year we will be better prepared!

Kait Chmielewski

Was a great weekend! Perfect for kids and adults!

boostedbrooke7.3

We had a blast!! 🎉

Rick Pea

You guys did a great job!! Thanks for bringing it back, let's keep it going!

Courtland Bowles III

It was a great time!! Glad we made the 250 mile round trip to be apart of the action again. Haven't been up there since 2018.

Lindsey Goodin

Had a blast!

Jayne M Miller

It was great I sure hope it just gets more successful every year we enjoyed both days, and it was nice to see the younger ones coming and enjoying the pulls

Wendy Lou

BERVILLE LIONS ROCK!

poverty_highcountry

Thank you guys for a great show!

Tammy Lentine

It was an absolute great time!

rollincole24v

Great times, with great people at an awesome event! Congrats to the award winners and thank you for having my truck and @rc.media_ there👍



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About the Berville Lions Club & Powersports Weekend

The Berville Lions Club has been serving our small-town community with big hearts and a strong sense of pride for decades. As part of Lions Clubs International, we focus on local needs first—because that's where we can make the biggest difference. From scholarships and emergency assistance to supporting youth programs and free community events, we're here to lend a hand wherever it's needed most.

One of the biggest ways we bring the community together is through our annual Powersports Weekend—now going into its 48th year. This multi-day event is packed with high-octane fun including dyno pulls, dirt drags, the crowd-favorite burnout contest, and a full lineup of truck, tractor, semi, and quarter scale mini tractor pulling and more for the coming year. Whether you're a motorsports fan or just out for a fun weekend with the family, there's something for everyone.

Our sponsors play a critical role in making Powersports Weekend possible. Their support helps us offset the major costs of hosting an event of this size—from essential equipment and insurance to track prep and beyond. But even more importantly, it shows the community that these local businesses and organizations are invested in the people who live here. Supporting this event is a great way to get your name out there while backing a great cause.

The funds we raise go right back into the community through programs like:

- College scholarships for local high school seniors
- Vision screenings and support for the blind and visually impaired
- Emergency financial assistance for local families
- Youth sports and agricultural programs and toy drives
- Donations to disaster relief and Lions Club state/national projects

We're proud of the work we do and grateful for the sponsors who help make it all happen. Thank you for considering being part of this long-standing tradition—and for supporting both the fun and the future of Berville. Thank you for taking the time to consider being a part of this community-event.

With appreciation,

Rick Reiter

Berville Lions Club, President



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**MATT BUDZYNOWSKI
PRECISION PERFORMANCE SOLUTIONS**

Sponsorship Levels at a Glance

Level	Contribution	Gate Passes
TITLE SPONSOR	\$10,000	36
CONCERT SPONSOR	\$5,000	24
DIAMOND SPONSOR	\$2,500	12
PLATINUM SPONSOR	\$1,500	6
GOLD SPONSOR	\$1,000	4
SILVER SPONSOR	\$500	2
VOLUNTEER SUPPORTER	\$250	–
EVENT SUPPORTER	\$100	–
IN-KIND SUPPORTER	TBD	TBD



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Vendor Booth Options

Level	Contribution	Gate Passes
20'X30' (W/3 DISPLAY VEHICLES)	\$500	10
20'X30' (W/1 DISPLAY VEHICLE)	\$350	8
10'X20' (W/1 DISPLAY VEHICLE)	\$250	6
10'X10' (W/1 DISPLAY VEHICLE)	\$150	4
INDOOR 8' VENDOR TABLE	\$250	6
NON-PROFIT OUTDOOR 10'X10'	FREE	—

SHOW & SHINE





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2025 SPONSORS



RAUHORN
ELECTRIC INC.



DIESEL DEALERS



TITLE SPONSOR | \$10,000

With the largest financial contribution to the event, the **Title Sponsor** stands at the forefront of community impact. Your support helps offset major event costs, allowing the Berville Lions Club to maximize proceeds that benefit individuals and families in need, fund local scholarships and youth programs, and support essential community initiatives. As the exclusive **Title Sponsor**, your name will be recognized as the driving force behind this long-standing tradition—and the reason it continues to thrive year after year.

Includes: unlimited sponsor provided banner placements, company logo placement on our logo, "Presented by..." titling, twice-monthly social media posts/shares, free vendor booth, 24 sponsor shirts, 36 weekend passes, 50 drink tickets, logos on all print material, detailed event shout-outs.

CONCERT SPONSOR | \$5,000

As the exclusive **Concert Sponsor**, your support helps bring live music and entertainment to the heart of Powersports Weekend. This contribution directly funds the talent, staging, and atmosphere that keep the crowd energized and engaged. Your name will be prominently associated with the concert portion of the event and recognized as a key supporter of this community celebration.

Includes: unlimited branding near concert area, twice-monthly social media posts/shares, 18 sponsor shirts, 24 weekend passes, 25 drink tickets, logo on all print materials, detailed event shout-outs.

DIAMOND SPONSOR | \$2,500

Your support as a **Diamond Sponsor** helps offset some of the largest costs that make Powersports Weekend possible—from crowd-favorite competitions to behind-the-scenes essentials. Includes the option to select one of the following, based on availability: **Bump 'n Run, Dirt Drags, Burnout Contest, Truck, Tractor, Semi & Quarter Scale Title Sponsor, Beer Tent, Concession Stand, Comfort Stations, or Event Media.**

Includes: unlimited branding near selection, twice-monthly social media posts/shares, 12 sponsor shirts, 12 weekend passes, 15 drink tickets, logo on all print material, detailed shout-out during event.

Sponsors selecting one of the above levels are asked to contribute additional manpower and resources to help support the smooth operation and overall success of the event.



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FLEECE
PERFORMANCE ENGINEERING

PLATINUM SPONSOR | \$1,500

Platinum Sponsors play a crucial role in supporting the backbone of Powersports Weekend—from truck, tractor, semi & quarter scale pulling costs to essential insurance and infrastructure. Choice to sponsor one of the following, based on availability: **Rain Day Insurance, Public Announcement System, Modified Tractor Class, Light Limited Tractor Class, Modified Semis Class, Modified Truck Class, v8 Hot Rod Tractor Class, Street Diesel Truck Class, Street Semi Class, 6k Farm Stock Class, 10k Farm Stock Class, Quarter Scale Tractor Pulls.**

Includes: prominent branding near selection, free vendor booth, monthly social media posts/shares, 8 sponsor shirts, 6 weekend passes, 10 drink tickets, logos on all digital/print material, shout outs.

GOLD SPONSOR | \$1,000

Gold Sponsors play a vital role in promoting and producing Powersports Weekend by helping us cover the costs of key marketing efforts and visibility tools that draw in spectators, participants, and vendors to maximum fundraising. Choose one of the following based on availability:

Banner Signage Sponsor: company logo & QR code on all banner signage

Print Media Sponsor: company logo & QR code on all print media (flyers, posters, etc.)

Pre-Event Digital Media Sponsor: company logo included on all pre-event digital media

Includes: monthly social media posts/shares, 5 sponsor shirts, 4 weekend passes, logos on most digital/print material, event shout outs.

SILVER SPONSOR | \$500

Silver Sponsors provide essential support for the practical elements that make the event safe, fun, and organized for everyone in attendance. May choose to support one of the following key areas:

Wristband Sponsor: company logo & QR code printed on custom designed gate wristbands

Beer Ticket Sponsor: company logo & QR code printed on custom designed beer tickets

Environmental Care Sponsor: roll-off dumpster sponsor

Includes: monthly social media posts/shares, 5 sponsor shirts, 4 weekend passes, logos on most digital/print material, event shout outs.



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2025 SPONSORS



J&A HD REPAIR

DIESEL DEALERS

DIRT NAP INDUSTRIES

VOLUNTEER SUPPORTER | \$250

Volunteer Supporters help fuel the heart of Powersports Weekend by covering the costs of volunteer t-shirts, supplies, meals, and refreshments. As a thank-you, your business name or logo will be printed on all official volunteer shirts—showing your support for the people who make the event possible from the ground up.

Includes: 2 sponsor shirts, social media recognition post, company provided banner placement, event shout-outs.

EVENT SUPPORTER | \$100

Event Supporters contribute to the overall success and atmosphere of Powersports Weekend in a simple but visible way. At this level, businesses can display their company-provided banner at the event, showing their support to hundreds of spectators and participants.

Includes: social media recognition post, event shout-outs.

IN-KIND SPONSOR

In-kind Sponsors provide valuable goods or services that support the success of the Powersports Weekend—whether it's equipment, printing, supplies, labor, or donated items for participant prizes and spectator giveaways. These contributions are just as vital as financial support, and your business will be recognized based on the value and visibility of your donation.

Includes: TBD



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2025 SPONSORS



VOLUNTEER SUPPORTER | \$250

Volunteer Supporters help fuel the heart of Powersports Weekend by covering the costs of volunteer t-shirts, supplies, meals, and refreshments. As a thank-you, your business name or logo will be printed on all official volunteer shirts—showing your support for the people who make the event possible from the ground up.

EVENT SUPPORTER | \$100

Event Supporters contribute to the overall success and atmosphere of Powersports Weekend in a simple but visible way. At this level, businesses can display their company-provided banner at the event, showing their support to hundreds of spectators and participants.

IN-KIND SPONSOR

In-kind Sponsors provide valuable goods or services that support the success of the Powersports Weekend—whether it's equipment, printing, supplies, labor, or donated items for participant prizes and spectator giveaways. These contributions are just as vital as financial support, and your business will be recognized based on the value and visibility of your donation.



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48TH ANNUAL BERVILLE LIONS POWERSPORTS WEEKEND SPONSORSHIP AND VENDOR BOOTH ORDER FORM

Organization Name	
Contact Name	
Phone	
Email	
Street Address	
City, State, Zip	

Sponsorship Level Selection

- ☐ Title Sponsor
 ☐ Concert Sponsor
 ☐ Diamond Sponsor
☐ Platinum Sponsor
 ☐ Gold Sponsor
 ☐ Silver Sponsor
☐ Volunteer Supporter
 ☐ Event Supporter
 ☐ In-Kind Supporter

Vendor Booth Selection

- ☐ Outdoor 20'x30' w/3 vehicles
 ☐ Outdoor 20'x30' w/1 vehicle
☐ Outdoor 10'x20' w/1 vehicle
 ☐ Outdoor 10'x10' w/1 vehicle
☐ Indoor 8' Vendor Table
 ☐ Non-Profit Outdoor 10'x10'

Notes for Sponsorship/Vendor Booth

Total Amount \$ _____

Checks Payable to: Berville Lions Club, PO Box 95, Allenton, MI 48002

Limited availability sponsorships and vendor booths are sold and assigned on a first come, first serve basis. Sponsorships, vendor booths and benefits are locked in once full payment is received.



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48TH ANNUAL BERVILLE LIONS POWERSPORTS WEEKEND GENERAL GUIDELINES FOR VENDOR BOOTHS

For all vendor-related inquiries, please contact Dan Shevnock directly by phone or text, or message the official Berville Lions Facebook page. Do not respond to or engage with any other individuals (including those claiming to be "Event Coordinator") regarding vendor booths, as these may be scams.

Vendor booths are sold and assigned on a first-come, first-served basis.

A vendor booth is considered secured only once full payment has been received and successfully processed.

Electricity is not provided. Outside vendors are permitted to bring their own generators.

Paid vendors may begin setting up the day prior to the first event; setup times will be communicated in advance.

Booths must be staffed beginning at the time spectator gates open each day and remain staffed until: 9:00 PM on Friday, 6:00 PM on Saturday, 5:00 PM on Sunday

Vendor placement is on a first-come, first-served basis, beginning near the Dyno Pull area and filling toward Hough Road.

Gates will be secured each night; however, the Berville Lions Club is not responsible for any lost, stolen, or damaged property.

Vendors must provide their own tents, tables, chairs, and all other necessary booth materials.

Booths will be located on a gravel parking lot—tent weights are strongly recommended.

All vendor areas must be cleaned up at the end of each day.

Vendors may unload their vehicles at their booth location; however, all vehicles must be relocated prior to the opening of the spectator gates.

While vendors are not required to submit proof of liability insurance, each vendor is expected to maintain their own liability coverage.

We encourage vendors to bring branded merchandise, handouts, or interactive elements. We are expecting thousands of attendees throughout the weekend!

GENERAL GUIDELINES FOR NON-PROFIT VENDOR BOOTHS

Unless otherwise noted, all general vendor booth requirements outlined above apply.

To request approval as a non-profit vendor, please contact Dan Shevnock directly via cell or text at (810) 618-2801 to discuss your organization and confirm eligibility.

The Vendor Booth Form (linked or provided above) must be fully completed and submitted by mail.

Eligible organizations must be designated as a 501(c)(3) or recognized community-based organization. A copy of the IRS tax-exempt determination letter or nonprofit EIN documentation is required.

Approval of non-profit vendor booths is at the sole discretion of the Berville Lions Club. All decisions are final.