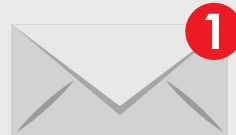




PARTNERSHIP GUIDE 2026

COMPETITIVE. AUTHENTIC. ACCESSIBLE.



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WHY MID-AM RACING WORKS FOR BRANDS

Mid-Am delivers value through proven reach, a deeply connected fan base, high digital engagement, and flexible activation opportunities. Together, these fundamentals provide sponsors with an efficient and targeted platform for exposure, engagement, and partnership.

REAL REACH

Audiences across the Midwest engage through live events, digital platforms, and community-driven engagement.

- **60+** expected drivers for 2026
- Up to **5,000** on-site spectators per major event
- Midwest footprint: IL, WI, IN, IA, MN, MI

Takeaway: High in-person visibility + strong Midwest targeting.

DEEP FAN CONNECTION

Our fans are emotionally invested in the sport — and in the partners that help make it possible.

- 87% of race fans recognize racing depends on sponsors
- Fans actively seek out and support sponsor brands
- Family-driven culture rooted in loyalty & tradition

Takeaway: Brands aren't just seen — they're valued.

TARGETED IMPACT

We reach the right people — and they take action.

- **10,856 Facebook followers (+8.2% YoY)**
- **~11,055 website sessions / ~5,338 unique visitors**
- **49% of social users click through to the website**
- **Top video:** 78,533 views · 1,073 interactions

Takeaway: Fans don't just watch — they click, explore, and engage.

FLEXIBLE ACTIVATION & ROI FOCUS

Every partnership is tailored to align with your goals, audience, and budget — creating measurable value on and off the track.

- Custom packages by objective
- Digital + at-track integration
- Sponsor content + engagement
- Hospitality + experiential

Takeaway: You get a partnership built for your business — not a template.

MID-AM RACING SERIES HISTORY



A PROVEN SERIES WITH STRONG ROOTS

Established in 1993, the Mid-Am Racing Series has spent more than three decades delivering competitive, cost-controlled stock-car racing throughout the Midwest.

The series features purpose-built race cars utilizing proven NASCAR-style chassis — delivering authentic performance at a controlled cost. Over the years, Mid-Am has continued to evolve while staying true to the grassroots spirit that defines short-track racing.

TIMELINE OF LEADERSHIP & GROWTH

1993 — Founded

The series was established by Gary Vercauteren, launching a new platform for competitive short-track racing across the Midwest. Following his unexpected passing, leadership transitioned to ensure continuity and preserve his vision.

2006 — Expansion Era

Under new leadership, participation increased and partnerships with regional racetracks strengthened. Former operators Doug & Julie Strasburg remain active supporters, helping maintain continuity and community ties.

2014 — Transition & Renewal

Ownership transferred to Dave Gruenberg, bringing renewed funding, strengthened ties with Hoosier Racing Tire, and expanded track offerings — reinforcing competitive depth and tour stability.

2017 — Continuity

The series was operated under GO Racing Promotions, maintaining event schedules and keeping the tour active during a transitional period.

2020–Present — Modern Era

New ownership unified rules, modernized operations, enhanced sponsor engagement, and expanded the schedule to include asphalt, dirt, and road-course events — positioning Mid-Am for sustainable long-term growth.

Takeaway:

Mid-Am blends 30+ years of tradition with forward-thinking leadership — providing a stable, modern platform for teams, fans, and partners.

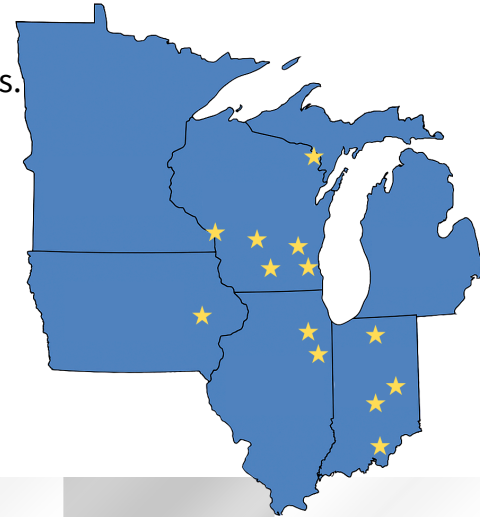
WHERE WE RACE

Mid-Am races throughout the Midwest at a curated mix of paved ovals, dirt tracks, and historic road courses. Our geographic footprint includes Illinois, Wisconsin, Indiana, Iowa, Minnesota, and Michigan — giving partners targeted access to some of the most engaged motorsports communities in the country.

Highlights

- Multi-state touring series
- Mix of short-track, dirt, and road-course venues
- Events in major Midwest racing markets

Takeaway: Regional footprint supports targeted, repeat brand exposure.



WHO WE RACE

The Mid-Am Racing Series attracts a diverse field — from rising young talent to seasoned regional champions. Competitors come from all backgrounds, united by a shared passion for short-track racing. This blend of experience and energy produces deep storylines and compelling rivalries that fans connect with. Many Mid-Am alumni have gone on to compete in national tours, including NASCAR and ARCA.

Takeaway: A passionate, competitive, and accessible driver community that keeps fans engaged.



WHAT WE RACE

Mid-Am features purpose-built stock cars utilizing proven NASCAR-style chassis — delivering authentic performance at a controlled cost. These cars are challenging to drive, rewarding skilled teams, and creating compelling storylines from emerging talent to seasoned veterans. The series races across three surface types — paved ovals, dirt tracks, and road courses — making it one of the only touring series in the Midwest with that distinction.

Key Specs

- ~475+ horsepower
- Steel / composite body panels
- Purpose-built chassis
- 110 octane race fuel



Takeaway: Mid-Am cars strike the ideal balance between speed and cost, producing close, exciting racing for fans and partners.

WHO WE ARE



DEDICATED AND PERSISTENT

Mid-Am is built on grit, integrity, and community. Our racers don't just show up — they earn their way. From late nights in the shop to long hauls on race weekends, our competitors embody the spirit of grassroots racing.

CHARACTER-DRIVEN AND COMMITTED:

We race hard — but we support each other harder. Drivers who battle on Saturday may be sharing parts, tools, and knowledge on Monday. Our teams are family-oriented, family-supported, and often family-operated. Competition is intense, but respect and camaraderie define our culture.

HUNGRY AND PASSIONATE

We sacrifice vacations, weekends, and sleep — not because we have to, but because we love to. Whether we're turning wrenches, traveling to tracks, or celebrating small victories, we give everything we have for a few unforgettable moments on the track. Passion fuels every lap.

INCLUSIVE MENTORSHIP

We welcome all — new drivers, young talent, and lifelong fans alike. Our competitors freely share expertise with the next generation, helping them learn, grow, and fall in love with the sport. We come from every background, yet unite around a shared commitment to racing and community.

TAKEAWAY:

Mid-Am isn't just a series — it's a community built on resilience, integrity, and genuine support.



PARTNERSHIP BENEFITS

Mid-Am partnerships are designed to help brands grow awareness, build loyalty, and connect with passionate racing communities across the Midwest. Packages are tailored to match your goals — whether you're focused on brand visibility, community engagement, sales activation, or hospitality.

BRAND VISIBILITY

- Primary / presenting partnership
- On-car branding (hood, quarters, decklid)
- Race / event naming rights
- Victory Lane + podium branding
- Trophy / award naming rights
- Track signage + banners
- PA announcements + driver/team call-outs
- Branding on hero cards
- Tech inspection area branding
- Podium photo backdrop placement

DIGITAL & CONTENT

- Social media promotion + tagging
- Sponsored posts + reels
- Driver content collaborations
- Website partner placement
- Email newsletter inclusion
- Sponsor spotlights + stories
- Podcast mentions + interviews
- Cross-promotion via partner channels
- Seasonal campaign inclusion
- Access to curated photo/video assets

FAN, COMMUNITY & HOSPITALITY

- VIP / hospitality access
- Pit + grid experience
- Meet-and-greets with drivers
- Pace-car experiences (where allowed)
- Fan giveaways + promotions
- Driver appearances (stores / events)
- Charity + community tie-ins
- Retail partnerships + POS integration
- Product sampling + demos
- Employee / customer reward programs

Takeaway: Your brand shows up where fans are — in person, online, and in the community.



HOW PARTNERS ACTIVATE WITH MID-AM

Mid-Am provides multiple channels for partners to connect with fans, teams, and communities.

Activations are built around your business goals — whether that's awareness, engagement, or sales.

AT THE TRACK

- PA mentions & race commentary
- On-car + trackside brand placement
- Driver/team representation + appearances
- Product display + demo opportunities
- Fan-area engagement + promo activities

DIGITAL & MEDIA

- Weekly + event-day promotion
- Driver + team content
- Social + website exposure
- Highlights + recaps
- Video + podcast exposure

COMMUNITY & FAN ENGAGEMENT

- Driver appearances (stores / events)
- Charity program support
- Fan giveaways & contests
- Retail activations + partner tie-ins
- Employee / customer reward programs

Takeaway: Your brand shows up wherever fans connect with Mid-Am — at the track, online, and in their communities.

EXAMPLE PARTNER STORY — GOLD COAST AUTO BODY

Gold Coast Auto Body partnered with the Mid-Am Racing Series to “dip a toe in the water” and explore whether grassroots motorsports could help build awareness across the Midwest. They entered with a modest, low-commitment sponsorship intended simply to test the fit and evaluate the value of Mid-Am’s community.

Gold Coast’s involvement quickly gained traction online. Social content featuring the brand generated strong engagement on Facebook — earning notable likes, comments, shares, and conversation among fans and racers. The response helped Gold Coast’s name spread organically throughout the Mid-Am community, proving that even a light-touch partnership can make an impact.

The most unexpected outcome:

CDE Collision Centers became aware of Mid-Am through the visibility and conversations surrounding Gold Coast’s sponsorship — and subsequently reached out to initiate their own partnership.

What started as a small trial created a ripple effect, demonstrating how powerful Mid-Am’s grassroots audience can be for companies looking to engage authentically with motorsports fans.

LET’S BUILD SOMETHING TOGETHER

We create flexible partnerships tailored to your goals — from brand visibility to community engagement and customer activation. If you’re interested in exploring what a Mid-Am program could look like for your business, we’d love to connect.

Thank you for your consideration.



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