

RYAN WILSON RACING 2026 MARKETING OPPORTUNITIES



Ryan
WILSON
4

ALIGN YOUR BRAND WITH A SPORT BUILT ON GRIT, HERITAGE, AND PASSION. FROM LIVE EVENT ACTIVATIONS TO NATIONAL BROADCAST VISIBILITY, OUR TEAM DELIVERS PERFORMANCE FOR YOUR BRAND BOTH ON AND OFF THE TRACK.

WWW.RYANWILSON4.COM



MEET

2026

Powering Performance On and Off the Track

RYAN WILSON RACING IS A SOUTH-EAST BASED DIRT SUPER LATE MODEL TEAM COMPETING AT THE HIGHEST REGIONAL LEVEL.

HOMETOWN: MARGARET, ALABAMA

ACHIEVEMENTS:

- 5 USAC NATIONAL VICTORIES IN 3 YEARS
- 2X BATTLE AT THE BRICKYARD WINNER
- 2018 USAC NATIONAL PAVEMENT CHAMPIONSHIP
- 2019 AMERICAN E-KART CHAMPIONSHIP



SECOND DIRT LATE MODEL TEAM TO USE AI-INTEGRATED RACE CHASSIS



FEATURED ON:

HUNT THE FRONT.TV

FLO RACING



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OUR 2026 RACE PLATFORM

Feel the adrenaline with a **NEW** high-powered marketing strategy to fuel your next level of exposure through live events and media

WELCOME TO DIRT SUPER LATE MODEL RACING

Expanded Regional Exposure Footprint

- 30+ Race Schedule
- 3,000 - 5,000 In-person Fans Per Event
- National Streaming Coverage
- Strong Southeast Market Focus

TOTAL PROJECTED ANNUAL IMPRESSIONS
~535,000+

(SCALABLE BASED ON PERFORMANCE)

Projected Annual Exposure:

At Track:

- 3,500 avg attendance x 30 races = 105k+ impressions

Streaming:

- 8,000 avg viewers x 30 races = 240k + impressions

Social Media Amplification:

- 20,000+ monthly impressions x 8 months = 160k+ impressions

Email Marketing (Year 1 Goal: 1,000 subscribers)

- 1,000 x 20 sends = 20k impressions





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CONTENT ENGINE

Ryan Wilson Racing operates as a year-round content platform.

- 120-180+ race weekend posts annually
- 30+ race recap videos
- Weekly shop & prep content
- Sponsor-tagged Content
- Email Newsletters
- Merchandise Promotions

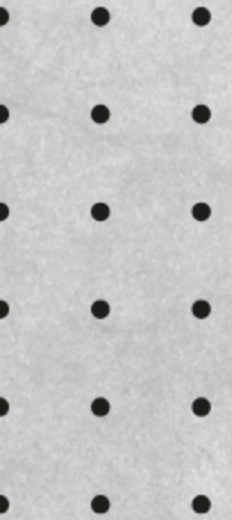
4.9K FACEBOOK FOLLOWERS (+73.7% IN 2025)

305K+ VIEWS (+527% IN 2025)

GROWING EMAIL SUBSCRIBER BASE

MERCHANDISE PROGRAM LAUNCHED 2026

TURNTLEFT THREADS



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WHY DIRT RACING WORKS FOR BRANDS

DIRT RACING FANS

- Support businesses that support their driver
- Buy Local
- Are repeat automotive consumers
- Trust brands aligned with performance

AGED 25-54 WORKING CLASS LOYAL

With 30+ races, your brand is consistently visible across the southeast for 8+ months of the year

**CONSISTENCY BUILDS FAMILIARITY
FAMILIARITY BUILDS TRUST
TRUST DRIVES SALES!**



PARTNERS GROW FASTER WITH A PROGRAM ON THE RISE

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LEAD GENERATION

*IF ONE PARTNER GAINS 40 NEW CUSTOMERS
ANNUALLY AT \$500 AVERAGE TICKET
= \$20,000 POTENTIAL REVENUE IMPACT*

Activation Opportunities:

- Monthly Giveaway Campaign
- Sponsor Discount Codes
- QR Codes on trailer & Hero Cards
- E-mail Spotlight Features
- Co-branded Merchandise

PARTNERS GROW FASTER WITH A PROGRAM ON THE RISE



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OPPORTUNITIES

ASSOCIATE PARTNER - \$6,000

- Quarter Panel Logo
- Monthly Social Feature
- 6 Pit Passes
- Email Logo Inclusion

PRIMARY PARTNER - \$30,000

- Hood or Sail Panel Branding
- Weekly "Presented By" Content
- Full Email Integration
- Sponsored Giveaway Campaign
- 25 Pit Passes
- Co-Branded Merchandise

GROWTH PARTNER - \$15,000

- Quarter Panel/Door Placement
- Monthly Sponsored Content
- Email Feature Spotlight
- 12 Pit Passes
- Discount Code Integration



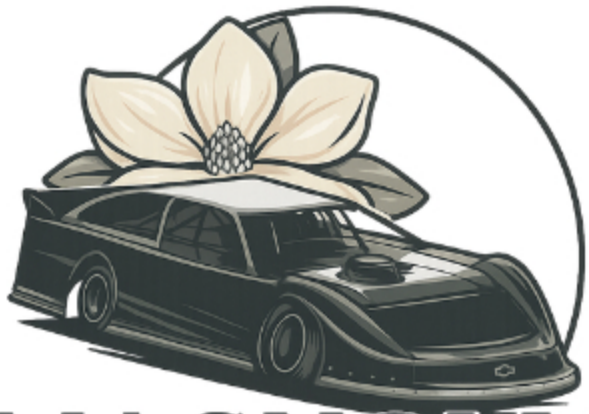
TURNTLEFT THREADS



2026

THANK YOU

Thank you for your time and consideration. We look forward to hearing how we can achieve your 2026 marketing goals together!



MAGNOLIA
MOTORSPORTS MARKETING

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