

RYAN WILSON RACING 2026 MARKETING OPPORTUNITIES



Ryan
WILSON

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





2026

Powering Performance On and Off The Track

MARKETING WITH MOTORSPORTS

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

Dirt track racing provides one of the most **AUTHENTIC AND COST-EFFECTIVE** marketing platforms in motorsports. Its unique combination of reach, engagement, and fan loyalty makes it an ideal branding opportunity for both regional and national businesses.

- **HIGH FAN LOYALTY AND ENGAGEMENT:** Surveys show that grassroots racing fans' enthusiasm and purchasing behavior rival those of NASCAR or IndyCar audiences, particularly among working-class and middle-income consumers.
- **COST EFFICIENCY AND ROI:** Compared to major national series sponsorships (like IndyCar or NASCAR), dirt racing offers a lower entry cost while maintaining high visibility. Businesses can achieve ROI ratios between 2:1 and 5:1 through live attendance, streaming, and social engagement.

Dirt Track Racing offers businesses a perfect blend of high emotional engagement, cost-effective reach, measurable ROI, and strong fan loyalty, making it an excellent marketing investment for brands seeking authentic grassroots connections with passionate consumers.

MEET

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Powering Performance On and Off the Track



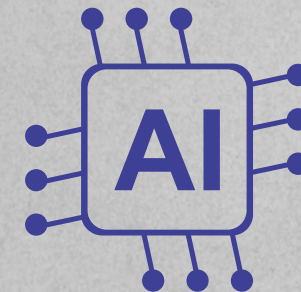
By aligning with Ryan Wilson Racing, marketing partners gain more than just logo placement. They join a story of heritage, high performance, and forward-looking innovation that resonates with fans and consumers nationwide.



PROUD THIRD GENERATION TEAM

2X NATIONAL CHAMPION

5 USAC NATIONAL EVENT WINS



SECOND DRIVER TO USE AI-
INTEGRATED RACE CHASSIS



COMPETING AT THE HIGHEST
LEVELS OF RACING IN THE U.S.



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THE YEAR AHEAD FOR RYAN WILSON RACING

AUDIENCE REACH

The World of Outlaws Late Model Series hosts around **55–60 national events annually, across 20+ states**, attracting average crowds of **7,000–12,000 fans per event** and **millions more through live streaming and broadcasts**

ROI METRICS

The World of Outlaws Late Model Series gains regular coverage across **DIRTVision, SPEED SPORT, and regional media, resulting in tens of millions of combined digital impressions annually.** Notable broadcast statistics from 2024 showed:

- Over **30 million cumulative live and replay video views** across digital platforms.
- Average social engagement rates upward of **5% per post** for participating drivers.
- Consistent earned media coverage in national dirt racing outlets, amplifying brand reach.

ROOKIE OF THE YEAR

By competing for ROOKIE OF THE YEAR, we guarantee national exposure, increased broadcast features, and positioning our partners as part of a breakout season story

50+ RACES ACROSS 16+ STATES!



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AUDIENCE

FAN BASE INSIGHTS

The World of Outlaws Late Model fan base is deeply invested and demographically strong, with most fans being **AGED 25-54, WORKING-CLASS, and LOYAL TO SPONSOR BRANDS**. Surveys indicate that late model fans **spend heavily on racing-related merchandise, energy and drink brands, auto parts, and tools**—categories that align perfectly with sponsor industries.

PARTNER IMPACT AND STRATEGIC POSITIONING

By backing a **ROOKIE OF THE YEAR** contender in the Late Model Series: Brands align with grassroots authenticity and hard-earned progress narratives.

Partners reach **national audiences and regional markets simultaneously**. They gain the ability to **tell compelling stories** throughout the season as a young driver matures into a full-time professional.



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OPPORTUNITIES

DIGITAL & CONTENT ACTIVATION

LOGO PLACEMENT

DRIVER SUIT BRANDING

BRANDED TEAM MERCHANDISE

TRACKSIDE/EVENT PROMOTION

COMMUNITY & RETAIL ACTIVATION



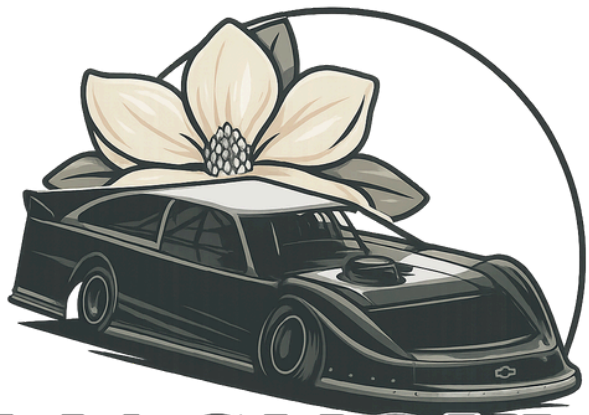
TURNTLEFT THREADS



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

Brandy Showah

Marketing Manager

(615) 720-7697

BShowah@ryanwilson4.com

