



2026 MARKETING PROPOSAL

Partnership with the Appalachian Sucker Punch ASA STARS National Tour

Business Partnership

★2026

Businesses of All Sizes

ASA Stars National Tour provides a unique opportunity to businesses of all sizes, to partner with one of the most prominent asphalt racing sanctions in North America. We help provide companies with a strategic plan for their sales and marketing needs by targeting the loyal, grass-roots motorsports fan base.

Positive, Long Lasting Relationships

At American Speed Association, we believe in the importance of building positive, long lasting relationships with our partners. While cultivating our relations, we provide positive ways to motivate and reward your employees, vendors, and clients through sanctioned racing events, and off-track functions.

Beneficial Partnership

Through these collaborative efforts, we will form a mutually beneficial partnership between you as our invested partner, and ASA as a powerful platform for your company. Each partnership is customized specifically for your company and its needs, in order to add value, brand recognition, and help increase business sales.

Thank You!

Thank you for taking your valued time to review our marketing deck, we look forward to working with you!



Filling the Void 1 National Series, 4 Regional

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The iconic ASA brand returned to short track racing in 2023, thanks to Track Enterprises. The ASA STARS National Tour brought about the first national championship for pavement super late model racing in more than 20 years, while the ASA Midwest Tour, ASA CRA Super Series and ASA Southern Super Series served as the leading foundation for regional touring series racing.



About the ASA Regional Series'

Build up of strong fan and community engagement.

Diverse regional reach across the country.

Regional super late model racing development.

Traveling consistency for up-and-coming race teams.



The Turn One Pro Series is MD Promotions' Pro Late Model Series, racing from Michigan to Tennessee through-out the Summer.



Where the ASA Stars Race

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2026 Appalachian Sucker Punch ASA STARS National Tour Schedule

NEW SMYRNA SPEEDWAY

TUE | FEB 10 | NEW SMYRNA BEACH, FL

5 FLAGS SPEEDWAY

SAT | MAR 14 | PENSACOLA, FL

DOMINION RACEWAY

SAT | APR 25 | WOODFORD, VA

HICKORY MOTOR SPEEDWAY

THU | MAY 21 | HICKORY, NC

TRI-COUNTY MOTOR SPEEDWAY

SAT | MAY 23 | GRANITE FALLS, NC

SLINGER SUPER SPEEDWAY

SUN | JUNE 21 | SLINGER, WI

MADISON INT'L SPEEDWAY

TUE | JUN 23 | OREGON, WI

NEWPORT SPEEDWAY

SAT | JUL 25 | NEWPORT, TN

OWOSSO SPEEDWAY

WED | AUG 26 | OVID, MI

TOLEDO SPEEDWAY

SAT | SEP 19 | TOLEDO, OH

WINCHESTER SPEEDWAY

SUN | OCT 11 | WINCHESTER, IN

NASHVILLE FAIRGROUNDS

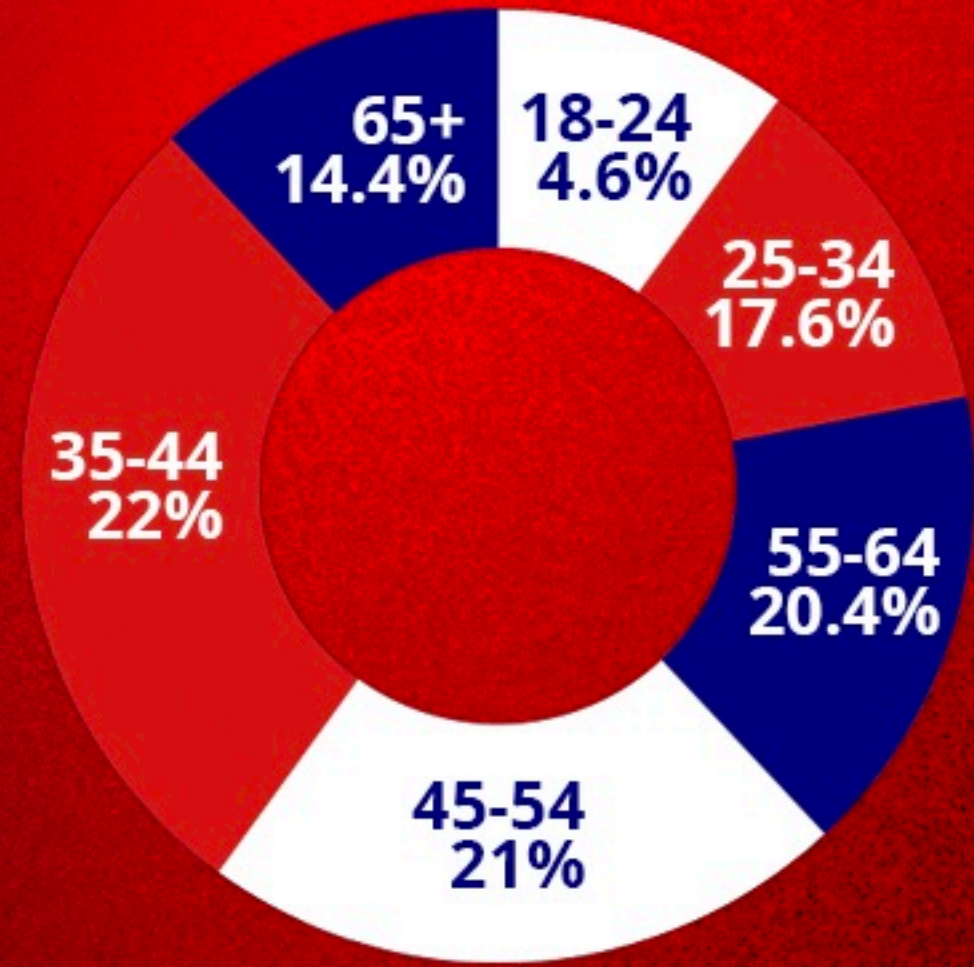
SUN | NOV 8 | NASHVILLE, TN



ASA Fans by the Numbers

2025 Calendar Year, Combined ASA Branded Series

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AGE & GENDER



FACEBOOK

27.3m Impressions
62k Clicks
398.9k Interactions
84k Followers
Up 10.2%

WEBSITE

1.2m Page Views
622k Engagement
252k Organic Search
164k Active Users
189k First Visits

**TRACK
TV**



Partnership Benefits

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- ✧ Exposure within some of the most prominent asphalt super late model race events across the country.
- ✧ Exposure online via national television (both live and re-aired to thousands of fans).
- ✧ Campaigns including press releases, digital photography, video highlights and social media shareable content.
- ✧ Engagement with grass-roots race fans.
- ✧ Retail sales activation.
- ✧ Branding; race car windshield banners, ASA haulers, officials team uniforms, broadcast, digital, and more.
- ✧ Driver appearance programs.
- ✧ VIP hospitality programs.
- ✧ Exclusive segments; driver interviews, comradery featured games and challenges, winners segments.
- ✧ Merchandising at ASA travelling merch trailers.
- ✧ Reward customers, employees, and company stakeholders with behind-the-scenes access to the racing world and adrenaline-charged track experiences.



Partnership Opportunities

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At the Track

Retail sales activation.
Engagement with race fans.
Driver appearance programs.
VIP hospitality programs.
Reward customers, employees, or company stakeholders.

LIVE Broadcasts

Official sponsorship of ASA STARS.
Live broadcast commercial slots.
Talent/Announcer scripted sponsor reads.
Broadcast ticker 'bug' and/or logo overlays.
Exclusive sponsored and/or featured segments.

Social Media & Website

Digital campaigns, individual and/or co-opted with ASA STARS graphics, drivers, team members.
Social media collaborations, sponsored giveaways, race highlights.
Driver collaborations, individual and/or at ASA STARS National races.



Branding Opportunities

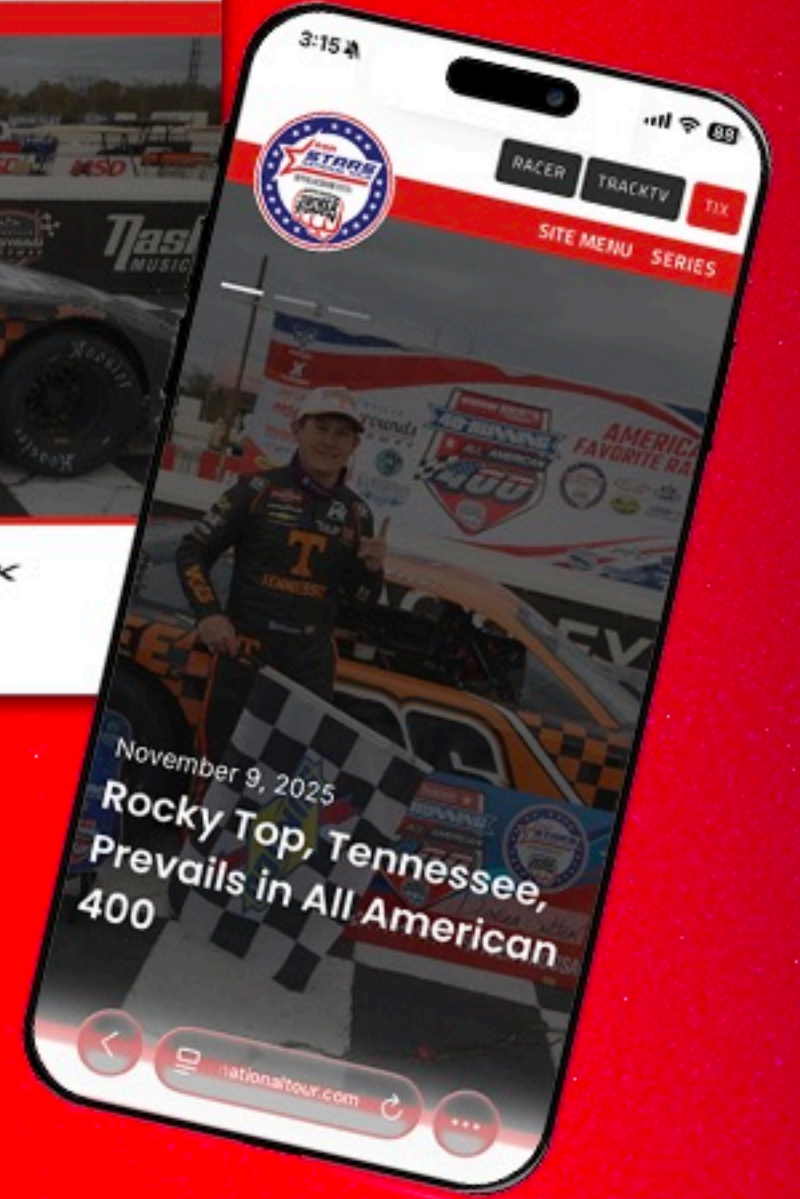
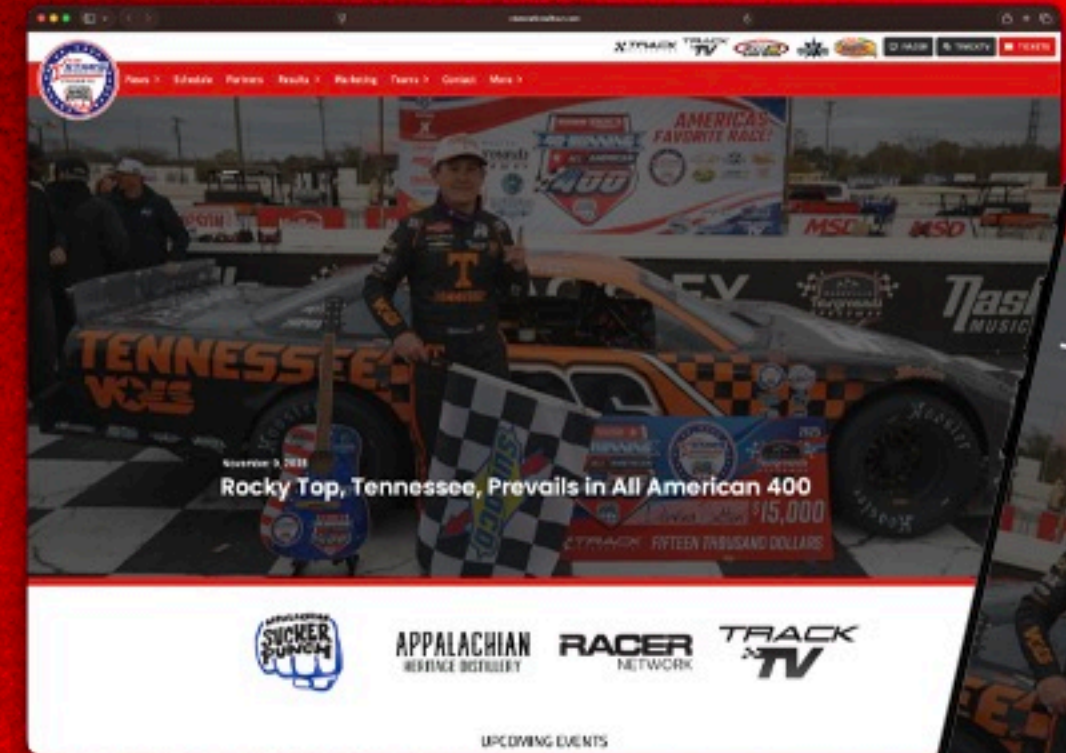
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Leverage Our Markets

ASA STARS National Tour features three different pockets of opportunities: social media & web, live broadcasts, and in-person asphalt super late model racing events. While all pockets overlap into a market of dedicated, emotional, and notoriously loyal grassroots race fans, each pocket provides different tastes to suit your business's branding needs.



CLICK FOR
**RACE
VIDEO** **TRACK
TV**



Custom branding featured across social media and/or website.

Custom ticker 'bugs' prominent on live broadcasts (overlays).

"Presented by Your Company", custom segments, livestream commercial slots.

Victory lane props, banners, signs, people, collaborations.

Merchandise; track officials, ASA merch. trailer, driver collabs.

Branding featured alongside ASA STARS; race car windshield.

STARSNATIONALTOUR.COM



Contact

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MDM
PROMOTIONS

Thank you for taking your valued time to review our marketing deck. We look forward to partnering with you!

