



MID-WEST DRAG RACING SERIES



BE PART OF SOMETHING BIG IN 2025!

BE A PART OF SOMETHING BIG IN 2025!

MID-WEST DRAG RACING SERIES MARKETING GUIDE





CELEBRATING OUR NINTH YEAR

In 2017, a group of racers realized that there were a lot of Pro Mod teams sitting at home due to travel time and expenses. Many Pro Mod racers are located in the Mid-West and most major Pro Mod events are staged on the East and West Coast.

These racers formed the Mid-West Pro Mod Series to make a place for Nitrous, Roots Blown, Turbo-charged, ProCharged and Screw Blown racers to compete on a level playing field. They wanted to keep it simple, with one class that promoted parity among the different combinations.

In 2018, the series added Top Sportsman and Top Dragster, then expanding with the addition of Junior Dragsters in the spring of 2020. Later that year, after a race that was run in conjunction with the NHRA Lucas Oil Top Alcohol classes, an opportunity

presented itself to add the Top Alcohol Funny Car class. A deal was struck and it was added as a sixth class to the Mid-West Pro Mod Series.

It became apparent that the series had outgrown the Mid-West Pro Mod name and was re-branded as the Mid-West Drag Racing Series.

We ran a total of 7 events in 2024: two at Tulsa Raceway Park, two at Flying H Drag Strip in Odessa, MO, one at Pine Valley in Lufkin, TX, one at US 131 Motorsports Park in Martin, MI and one at World Wide Tech Raceway in St. Louis, MO.

We will add one new track to the series in 2025 at Edgewater Motorsports Park in Cleves, OH with 7 scheduled races.



The Largest Payout in Pro Mod History

In September of 2024, the Smack Down was held at Flying H Drag Strip in Odessa, MO. This event would pay out more than \$266,000 to Pro Mod racers, with more than \$320,000 total payouts across all classes!

More than 55 Pro Mod teams registered to race during this historic event. The race consisted of Mid-West Drag Racing Series Pro Mod, 9 Top Alcohol Funny Cars, 41 Top Sportsman, 33 Top Dragster, 12 Pro 4.20, 27 Pro Jr's, 22 Sportsman Jr's and 2 local track classes

The event promotion began in February and consisted of more than 400 unique pieces of content posted on the MWDRS social sites, website and YouTube channel; as well as the announcements during our Live Streaming and Pre- & Post- Event Recaps.

The event was "kicked off" with the Strange Engineering Hospitality Night to feed the racers and crews before the action packed weekend. Within the ceremony, Maria Micke raised more than \$2600 for the Journey Home animal service!

Qualifying and Racing was tight with a 32 car field of Pro Mods battling it out for the \$10,000 #1 Qualifier Prize! Mark Micke took it home with the events first 3.59.

The Social Media Stats were amazing with 652,000 in reach, more than 1430 hours of watch time, 44,000 pieces of content interaction in 2 months!

Sadly, Mother Nature had other plans for the weekend, resulting in a rain-out. The payouts were divided by the remaining racers and we would begin planning for Smack Down 2025!

2025 MWDRS Schedule



The graphic features a central shield logo for the Summit Racing Equipment Mid-West Drag Racing Series, presented by J&A Service. To the left of the shield, a list of race classes is shown: Pro Mod, Funny Car, Top Dragster, Top Sportsman, Pro 4.20, and Pro & Sportsman JR. Below this list are three small images of race cars. To the right of the shield, a vertical column of six small images shows various drag racing vehicles. On the far right, a series of blue and white banners list the events and their locations: Texas Nationals (April 11-12, Xtreme Raceway Park), Throwdown in T-Town (May 9-10, Tulsa Raceway Park), Ohio Nationals (May 30-31, Edgewater Motorsports Park), Summer Smackdown (June 27-28, Flying H Drag Strip), Funny Car Nationals (Sept 5-6, US 131 Motorsports Park), Fall Smackdown (Sept 19-20, Flying H Drag Strip), Throwdown in T-Town (Oct 17-18, Tulsa Raceway Park), and Ronnie Hobbs World Finals (\$10,000 Friday Night Shootout, Oct 17-18, Tulsa Raceway Park).

Summit
RACING EQUIPMENT

MID-WEST
DRAG RACING
SERIES

PRESENTED BY:
J&A
SERVICE

Pro Mod, Funny Car
Top Dragster, Top Sportsman
Pro 4.20, Pro & Sportsman JR

Texas Nationals
April 11-12, Xtreme Raceway Park

Throwdown in T-Town
May 9-10, Tulsa Raceway Park

Ohio Nationals
May 30-31, Edgewater Motorsports Park

Summer Smackdown
June 27-28, Flying H Drag Strip

Funny Car Nationals
Sept 5-6, US 131 Motorsports Park

Fall Smackdown
Sept 19-20, Flying H Drag Strip

Throwdown in T-Town
Ronnie Hobbs World Finals
\$10,000 Friday Night Shootout
Oct 17-18, Tulsa Raceway Park

2025 MWDRS SCHEDULE

April 11-12 XTreme Texas Nationals Xtreme Raceway Park Ferris, TX

May 9-10 Throwdown In T-Town Osage Casino Hotel Tulsa Raceway Park Tulsa, OK

May 30-31 Ohio Nationals Edgewater Motorsports Park Cleves, OH

Jun 27-28 Summer Smackdown Flying H Drag Strip Odessa, MO

Sept 5-6 Funny Car Nationals US 131 Motorsports Park Martin, MI

Sept 19-20 Fall Smackdown Flying H Dragstrip Odessa, MO

Oct 17-18 Ronnie Hobbs World Finals/Throwdown Osage Casino Hotel Tulsa Raceway Park Tulsa, OK with a
Friday Night \$10,000 Shootout Sponsored by Landon Hobbs!



ABOUT OUR RACERS

Our racers are successful, self-employed business owners who own trucking companies, auto and RV dealerships, communication companies, etc. They are passionate about their sport and willing to spend a lot of money to make their cars go faster. Many of these teams have six-figure annual racing budgets.

The number of racers interested in joining the Mid-West Drag Racing Series is growing by the day. We regularly field calls from new race teams who are building new combinations and planning to run the entire series with us. We are also the **ONLY SERIES** in the Mid-West for Pro Mod, Funny Car and more.

A lot of racetracks have reached out in hopes of having an event at their facility. As the rules have aligned with many other series and teams choosing to compete with MWDRS, the potential is huge!

Growth has come from great racers, great tracks, great class competition, great purses and a great set of rules that keeps parity among some of the top racers in the country.

Each event pays out more than \$56,000 across 7 Classes. And not just to Winners/Runner-Ups, we pay into the Semis and Quarters at certain events.

Tracks also host local classes within our event providing a full weekend for spectators. A 7-race season brings us to events with Nitro cars, bracket racers, nostalgia cars, grassroots local classes, Super Pro, Front End Top Fuelers, Top Fuel Motorcycles, Jet Cars and more!



WHY ADVERTISE WITH US?

Mid-West Drag Racing Series puts people in the seats at racetracks and on the screen at home! Pro Mods and Top Alcohol Funny Cars draw great crowds both in person and on our Live Streaming Platforms/Social Media.

The Spring Throwdown in T-Town saw more than 27,000 fans in the stands and was our most viewed event on FloRacing. The Funny Car Nationals at US 131 in Michigan was visited by more than 10,000 fans! The Fall Throwdown in T-Town/Ronnie Hobbs World Finals was our Second Largest event of the year with nearly 20,000 people coming to watch the final race of the season.

Over 55 different Pro Mod teams competed at 2024 events. At the Flying H Drag Strip event, we set the single event car count record with 135 MWDRS competitors and 120 local class competitors. It appears that we are only seeing the tip of the iceberg, because 265 teams competed in the MWDRS across all classes in 2024 and this isn't counting the local classes that each track ran which averaged 120 cars per race with a total of 840 other teams! Pro Mod, Pro Junior, Top Dragster and Top Sportsman make up our top classes.

Our social media following has shown exponential growth in the past two seasons, along with our YouTube channel. Instagram saw more than 800% growth in reach from 2023 to 2024 and continues to create new followers.

We've made sponsorship an easy and unique experience. It's easy because we divide your sponsorship fee by the number of events and bill by the race approximately 15 days before the scheduled event. It's unique because, if the event is rained out, we refund 50% of that events sponsorship fee or apply it as credit towards the next event. That may be the best deal in drag racing sponsorship!



STATE OF THE ART WEBSITE

Our website received over 25,000 monthly page views in 2024, and like the drivers and teams, is ready for the 2025 season. Its structure and features give visitors a great experience and give advertisers a great opportunity.

The “Latest News” feed on the main page keeps our fans in the know with LIVE updates on races, new rules and event winners.

The “Competition” tab not only gives race results but also payout/entry info, contingency postings, racer forms, national records, series champions and series points.

Under the “Contenders” tab, visitors can see photos of the cars. Plus, learn about their favorite drivers & teams, the equipment, the sponsors and the different classes they compete in.

Sponsor logos and links to their website are featured on the Home page but there are marketing opportunities throughout the site!



SOCIAL MEDIA AND STREAMING

In 2021-2023, our social media focus was primarily on Facebook and Instagram. While planning for 2024 and beyond, we hired extra live streaming and social media staff, expanding our content onto our YouTube as well.

Since then, we have put additional effort into videos and LIVE streaming on FloRacing and YouTube. We have seen a significant increase in reach on all three platforms. We experienced continued growth during the off-season and have outlined marketing goals for the 2025 season.

This growth brings opportunities for both MWDRS and its marketing partners to reach more consumers and potential customers.

Our social reach is 100% organic and capable of bringing your brand or videos to our fans.

- 2,100,000+ people reached Facebook in 2024, over 28,300 on Instagram, and 18,500 views on YouTube.
- In 2024, the MWDRS website had 25,000 unique visits per month.
- Our live streaming coverage had 39k unique viewers with more than 1,540,000 minutes watched in 2024.
- Our Facebook page had more than 3,360 HOURS of footage viewed in 2024.



NAMING RIGHTS SPONSOR \$75,000 **SOLD**

- Co-branding with the MWDRS logo on all marketing and promotional materials including, but not limited to, websites, social media, t-shirts, hats, uniforms, emails, etc.
- Series title Sponsor name will be "Sponsor Name" Midwest Drag Racing Series.
- Six (6) sponsor-provided video commercials on live feed during each event.
- Six (6) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals are required to be placed on both sides of car.
- Sponsor logo continuously displayed during live feed.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average \$1000 per event x 7 events = \$7,000 value)
- Suite space. (If track has them available)
- Ten (10) weekend event passes per event. (average \$65 per ticket x 7 events = \$4,550 value)
- Sponsor/series-related emails sent to our 183,000+ database.
- Sponsor-branded flyer for each event distributed socially.





ASSOCIATE SPONSOR \$50,000 **SOLD**

- Co-branding with the MWDRS logo on all marketing and promotional materials including, but not limited to, website, social media, t-shirts, hats, uniforms, emails, etc.
- Associate Sponsor name will be Midwest Drag Racing Series presented by "Sponsor".
- Six (4) sponsor-provided video commercials on live feed during each event.
- Six (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals are required to be placed on both sides of car.
- Sponsor logo continuously displayed during live feed.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average \$1000 per event x 7 events = \$7,000 value)
- Ten (10) weekend event passes per event. (average \$65 per ticket x 7 events = \$4,550 value)
- Sponsor/series-related emails sent to our 183,000+ database.



LIVE STREAMING PARTNERSHIP: \$10,000 - 3 AVAILABLE (1 LEFT)

- Your product or company logo on every minute of live feed
- Videographer will work with you to produce two (2) videos promoting your product or business. (You receive unlimited, lifetime usage of these videos for your promotional purposes.) *If onsite recording is required, travel cost for videographer is required.
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Four (4) weekend passes per event. (average \$65 per ticket x 7 events = \$1,820 value)

RACERS AND TEAMS INTERVIEW MAIN SPONSOR: \$10,000

- These interviews are shown during the Live Stream and after on Facebook and YouTube
- Your logo on every video produced by the MWDRS videographer at every event of the season.
- Videographer will work with you to produce two (2) videos promoting your product or business. (You receive unlimited, lifetime usage of these videos for your promotional purposes.)
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Four (4) weekend passes per event. (average \$65 per ticket x 7 events = \$1,820 value)

CLASS TITLE SPONSORSHIPS: \$10,000 (3 LEFT)

**PRO MOD / PRO MOD SLAMMER / FUNNY CAR / PRO 420 /
TOP SPORTSMAN / TOP DRAGSTER**

- Naming rights for respective class.
- Class will be called "Sponsor Name", "Class Name".
- Four (4) sponsor-provided video commercials on live feed during each event.
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals to be placed on both sides of cars in named class.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event)
- Suite space. (If track has them available)
- Ten (10) weekend passes per event. (average \$65 per ticket x 7 events = \$4,550 value)

CLASS TITLE SPONSORSHIPS: \$6,500

JUNIOR DRAGSTER / PRO JUNIOR DRAGSTER

- Naming rights for respective class.
- Class will be called "Sponsor Name", "Class Name".
- Four (4) sponsor-provided video commercials on live feed during each event.
- Four (4) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Multiple sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals to be placed on both sides of cars in named class.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event)
- Suite space. (If track has them available)
- Ten (10) weekend passes per event. (average \$65 per ticket x 7 events = \$4,550 value)

CLASS PRESENTING SPONSORSHIPS: \$5,000

PRO MOD / PRO MOD SLAMMER / FUNNY CAR / PRO 420 / TOP SPORTSMAN / TOP DRAGSTER

- Presented by for respective class.
- Two (2) sponsor-provided video commercials on live feed during each event.
- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor-provided banners to be displayed at each event.
- Scrolling ad banner on our website with a link to your website.
- Three (3) weekend passes per event. (average \$65 per ticket x 7 events = \$1,365 value)

CLASS PRESENTING SPONSORSHIPS: \$3,000

JUNIOR DRAGSTER / PRO JUNIOR DRAGSTER

- Presented by for respective class.
- Two (2) sponsor-provided video commercials on live feed during each event.
- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor-provided banners to be displayed at each event.
- Scrolling ad banner on our website with a link to your website.
- Three (3) weekend passes per event. (average \$65 per ticket x 7 events = \$1,365 value)

INDIVIDUAL RACE NAMING SPONSORSHIP: \$7,500

- Race name will be "Sponsor" "event name". Example: Joe's Tire Barn Texas Nationals.
- Two (2) sponsor-provided video commercials on live streaming during event.
- Two (2) sponsor-provided 30 second PA announcements during the event.
- One (1) press release announcing naming rights on our website and all MWDRS social media.
- Four (4) sponsor-provided banners hung during the event.
- Twenty (20) weekend passes per event (average \$65 per ticket = \$1,300 value)
- Two (2) starting line access passes.

ELITE LEVEL SPONSORSHIP \$10,500

- Four (4) sponsor-provided video commercials on live streaming during each event.
- Four (4) sponsor-provided 30-second PA announcements during each event.
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor-provided decals are required to be placed on one side of each car.
- Scrolling ad banner on our website with a link to your website.
- Midway space at each event. (average value is \$1000 per event).
- Ten (10) weekend passes per event (average \$65 per ticket x 7 events = \$4,550 value)

LEVEL 1 "OFFICIAL SPONSOR" \$8,500

- Two (2) sponsor-provided video commercials on live streaming during each event.
- Two (2) sponsor-provided 30-second PA announcements during each event.
- Sponsor logo with link to your website on midwestdragracingseries.com.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Sponsor-provided banners to be displayed at each event.
- Sponsor logo displayed on license plate decal on each car.
- Four (4) weekend passes per event (average \$65 per ticket x 7 events = \$1,820 value)

LEVEL 2 "PREMIER SPONSOR" \$7,000

- Two (2) sponsor-provided 30 second PA announcements during each event.
- Sponsor/series-related press releases posted on our website and all MWDRS social media.
- Scrolling ad banner on our website with a link to your website.
- Sponsor-provided banners to be displayed at each event.
- Sponsor logo displayed on license plate decal on each car.
- Two (2) weekend passes per event. (average \$65 per ticket x 7 events = \$910 value)

LEVEL 3 "SERIES SPONSOR" \$5,000

- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Sponsor logo displayed on license plate decal on each car.
- Two (2) weekend passes per event. (average \$65 per ticket x 7 events = \$910 value)

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE

- Email Blast 250K+ (18% open rate and 10% Click-thru)
- Banners
- PA Spots
- Midway Space
- Live Feed Commercials
- Website Logo/Links

A mobile app has replaced paper time slips. Racers and fans alike look at the app to see results. Both will take screenshots of the times and post them on social media. Your company name will be viewed in their social media networks.



- B) RACER SEARCH ENGINE: \$2,500**

- C) CURRENT WEATHER CONDITIONS: \$2,500**

- D) QUALIFICATION PAGE SPONSOR: \$2,500** **SOLD**

- E) LADDER PAGE SPONSOR: \$2,500** **SOLD**

- Racers use this page to look up current ladder reports.
- Your logo is listed above the racer information.

OFFICIAL MWDRS T-SHIRTS

One of the hottest apparel items at the track is the official Midwest Drag Racing Series t-shirt. Sporting a fresh design every year, our shirts are available at every event along with all kinds of MWDRS merchandise. The t-shirt features the title sponsor on the front and EVERY series sponsor on the back!



MWDRS MERCHANDISE TRAILER

Our merchandise trailer travels thousands of miles every year to be displayed at all MWDRS events. Its premier position next to the pits is ideal in maximizing exposure to fan traffic. The trailer features the title sponsor on the sides, and, like the t-shirt, it displays EVERY series sponsor on the back.



REAR VIEW



SIDE VIEW



CONTACT US TODAY

Sponsors like you help make racing events happen. Together, we can give the race teams a great venue to race at, and in turn, racers and fans alike will spend money with sponsors.

Please review the attached Sponsor Packages and see what works for you. We will be reaching out to you soon to see how you want to be involved. Feel free to email or call anytime.

Keith Haney

Owner / Director of Marketing & Sales

Phone: 918-260-6565

Email: keith.haney@saveongm.com

Ellen Eschenbacher

Event Director

Phone: 317-719-9672

Email: ellen@midwestpromodseries.com

Michael Narx

Social & Marketing Director

Phone: 479-841-1656

Email: michael@tulsaracewaypark.com

- Visit our website at www.MidWestDragRacingSeries.com
- Follow us on Facebook at www.Facebook.com/mwdrs1
- Check us out on Instagram at www.Instagram.com/mwdrs_
- Hit us up on Twitter at www.Twitter.com/midwestdragrac1
- We have a new TikTok account at www.TikTok.com/@midwestdragracingseries