



MID-WEST DRAG RACING SERIES



BE A PART OF SOMETHING BIG IN 2026

BE A PART OF SOMETHING HUGE IN 2026!

MID-WEST DRAG RACING SERIES MARKETING GUIDE





MID-WEST DRAG RACING SERIES



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CELEBRATING OUR 10TH 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 expanded 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 2025: two at Tulsa Raceway Park, two at Flying H Drag Strip in Odessa, MO, two at US 131 Motorsports Park in Martin, MI, and one at Xtreme Raceway Park in Ferris, Texas.

In 2026, we aim to continue the growth of the series which saw record car count and fan attendance through the 7-race schedule.



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A Shakedown in M-Town and a Double Down in T-Town

In May of 2025 the MWDRS made headlines as radials and pro mod joined forces for a record shattering event in the Mid-West Drag Racing Series' first-ever co-event with the Radial Outlaw Series.

With cars in big and small tires putting on a show in front of the legendary US-131 Motorsports Park crowd, the 3-day event saw a crossover crowd see the very best of door cars and dragsters from all corners of the drag racing sphere.

The event did not disappoint as the field saw the tightest and quickest qualifiers in MWDRS History after an internet-breaking round 4 of qualifying saturday morning. The race was won by Jeff Rudolf

in his first win in MWDRS competition.

Not done with headlines, rain forced the dirt-down at Tulsa Speedway into a new date, creating the historic first-ever "Double Down in T-Town" where ASCS Winged Sprints and MWDRS World Finals were to run simultaneously at Tulsa Raceway Park and Speedway.

An incredible start to the event saw a packed TRP and excited fans all over the property. Rain would prevent Saturday from allowing the event to break the attendance record, which was aiming to be the largest spectator event outside of college football in the state. Sunday would see champions crowned in front of a healthy crowd on the unprecedented makeup day. Both events are to be returned in 2026!



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2026 MWDRS SCHEDULE

April 17-18 XTreme Texas Nationals Xtreme Raceway Park Ferris, TX

May 8-9 Throwdown In T-Town Osage Casino Hotel Tulsa Raceway Park Tulsa, OK

May 29-30 Shakedown in M-Town US 131 Motorsports Park Martin, MI

June 26-27 Summer Smackdown Flying H Drag Strip Odessa, MO

September 4-5 Funny Car Nationals US 131 Motorsports Park Martin, MI

October 9-10 MWDRS Nitro Night of Heroes Flying H Dragstrip Odessa, MO

October 23-24 Ronnie Hobbs World Finals/Throwdown Osage Casino Hotel Tulsa Raceway Park Tulsa, OK



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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!

What's causing the growing car count? Great tracks? Great competition? Great purses? Big crowds? We think it is all the above.

Each event pays out on average over \$65,000 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 weekend, 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!



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WHY ADVERTISE WITH US?

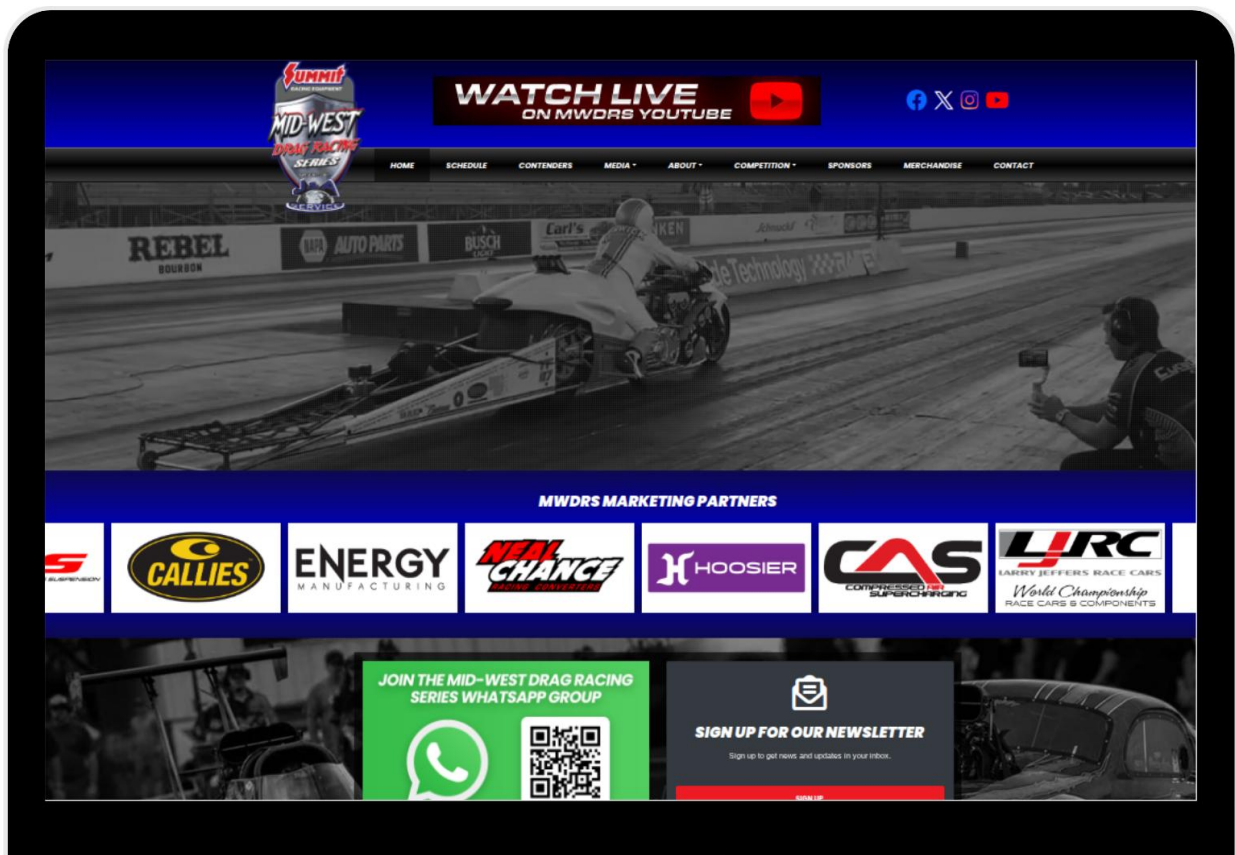
Mid-West Drag Racing Series puts people in the seats at racetracks and on the screen at home! Pro Mods and Top Alcohol Funny Cars draw great crowds both in person and on live streaming!

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 15,000 fans! The Double Down in T-Town/Ronnie Hobbs World Finals was our Second Largest event of the year with nearly 25,000 people coming to watch the final race of the season despite inclement weather forecast!

Over 50 different Pro Mod teams competed at 2025 events. At the Shakedown event in Martin, we set the series record with the tightest and quickest field in MWDRS history, making headlines throughout the drag sphere. It appears that we are only seeing the tip of the iceberg, because 220 teams competed in the MWDRS across all classes in 2025 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!

Our social media following has shown exponential growth in the past two seasons, along with our YouTube channel. Mid-West has doubled and tripled at a minimum every social media statistic in 2025, leading to millions reached and looks forward to more explosive growth in 2026.

We've made sponsorship an easy and unique experience. It's easy because we divide your sponsorship fee across 8 payments. It's unique because, if the event is rained out, we refund 50% of that event's 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 28,000 monthly page views in 2025, increasing along with our social media presence. With an increased focus on engaging content, the site is ready for the 2026 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.

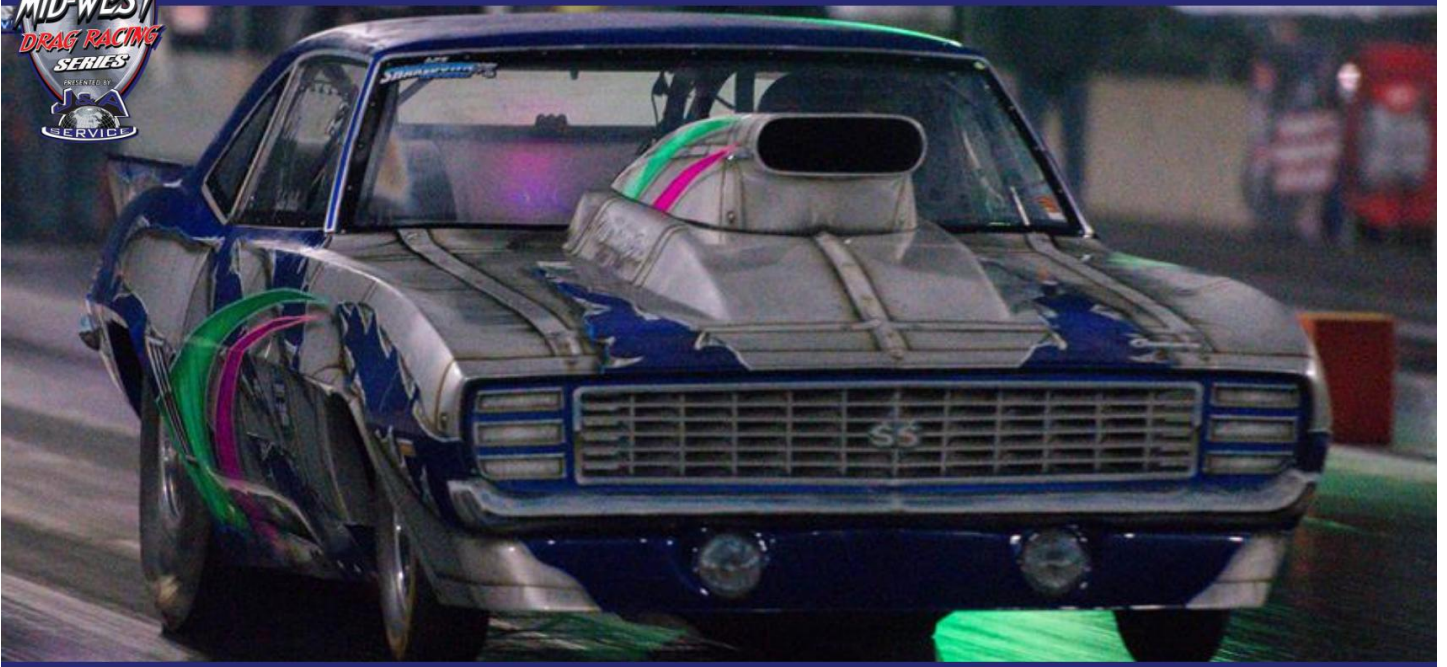
The “Competition” tab not only gives race results but also payout/entry info, contingency postings, racer forms, national records, series champions and series points.

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!



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SOCIAL MEDIA AND STREAMING

Our Social Media saw explosive growth in 2025, growing to over 9 million views in 2025 and doubling our reach on Instagram. Since moving to YouTube for streaming full time, we have over tripled our viewership hours and are continuing to grow.

2025 saw our biggest year to date, with new focus on bringing maximum exposure to our racers, partners, and content creators from around the nation.

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

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

- 9,100,000+ views on Facebook in 2025, over 137,000 on Instagram, and 402,000 views on YouTube.
- In 2025, the MWDRS website had 25,000 unique visits per month.
- YouTube coverage had over 40k unique viewers with more than 77,000 hours watched in 2025.
- Facebook over doubled 2024's reach, Instagram doubled, and YouTube showed over 2,000% growth
- Facebook followers grew by 366% in 2025 with 14.5k new followers and counting.
- Our Facebook page had more than 688 DAYS of footage viewed in 2025.



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NAMING RIGHTS SPONSOR ~~\$75,000~~

- 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.
- 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 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 flyers for each event distributed socially.



LIVE STREAMING PARTNERSHIP: \$10,000 - 4 AVAILABLE (2 LEFT)

- Your product or company logo on every minute of live feed
- Videographers 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.)
- Sponsor logo with link to your website on www.midwestdragracingseries.com.
- Multiple sponsor/series-related press releases are 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.
- Videographers 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 are 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)

~~SOLD~~ PRO MOD / PRO MOD SLAMMER / ~~SOLD~~ 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 are 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 are 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: \$5,500

**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: \$2,500
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: \$8,000

- 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.

Mid-West Monday Sponsorship: \$5,000

- Podcast Name will be "Mid-West Monday Presented by Sponsor Name". Example: Mid-West Monday presented by Joe's Tire Barn
- Minimum Twelve (12) episodes through the 2026 season.
- Two (2) sponsor-provided liner reads per podcast
- Sponsor logo on the podcast stream at all times
- Sponsor logo on Thumbnail.
- One (1) Press Release announcing naming rights on website and social media
- Minimum One (1) Liner read and mention per MWDRS Event.
- Four (4) Weekend Passes per event (average \$65 per ticket = \$1,800 value)

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 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 280K+ (18% open rate and 10% Click-thru)
- Banners
- PA Spots
- Midway Space
- Live Feed Commercials
- Website Logo/Links



2026 SCHEDULE
Summit RACING EQUIPMENT
MID-WEST DRAG RACING SERIES
SERIES 10TH SEASON 2017 2026

LIVE STREAM
f MWDRS1
YouTube @MWDRS

Event	Date	Location
TEXAS NATIONALS	APR. 17-18	FERRIS, TX
THROWDOWN IN T-TOWN	MAY 8-9	TULSA, OK
SHAKEDOWN IN M-TOWN	MAY 29-30	MARTIN, MI
SUMMER SMACKDOWN	JUNE 26-27	ODESSA, MO
FUNNY CAR NATIONALS	SEP. 11-12	MARTIN, MI
MWDRS NITRO NIGHT OF HEROES	OCT. 9-10	ODESSA, MO
RONNIE HOBBS WORLD FINALS	OCT. 23-24	TULSA, OK

Instagram: MWDRS_ Facebook: MWDRS1 YouTube: @MWDRS



MWDRS OFFICIAL TIMING APP SPONSORSHIPS

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 on social media. Your company name will be viewed in their social media networks.



A) LANE SPONSORSHIP: \$6,000 (1 LEFT)

- Your company name above a lane on the MWDRS official timing app.
- Your website linked to your name above the lane.

B) RACER SEARCH ENGINE: \$2,500 (1 LEFT)

- Racers use this to locate all of a specific competitor's times.
- Your logo listed above the racer search engine box on the app.
- Your website linked to your name above the search box.

C) CURRENT WEATHER CONDITIONS: \$2,500

- Racers use this page to look up the **ALL NEW State Of the Art** weather conditions.
- Your company name on the current weather conditions page.

D) QUALIFICATION PAGE SPONSOR: ~~\$2,500~~

- Racers use this to see what cars / drivers have qualified.
- Your logo listed above the racer information.

E) LADDER PAGE SPONSOR: ~~\$2,500~~

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

OFFICIAL MWDRS T-SHIRTS

Our 2026 10th anniversary shirt promises to be one of the hottest apparel items at the track. Our shirts are available at every event along with all kinds of MWDRS merchandise and our racers and crew are seen in them all over broadcasts, social media, and other events! 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



SIDE



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

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