



MarketingDeck

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Introduction

In 1970, Bud Miller created the All Star Circuit of Champions (ASCoC) with the vision of a true “outlaw” sprint car series. The first ASCoC race was held on June 10, 1970 at Canfield Speedway in Youngstown, Ohio. The legendary Jan Opperman took the checkers on that historic day.

To date, the ASCoC has hosted 2,142 races at 206 dirt tracks across the United States and is the oldest sprint car series in the country. Notable winners include sprint car legends like Steve Kinser, Brad Doty, Doug Wolfgang and Dale Blaney. But the names don't stop there - numerous NASCAR stars have notched wins with ASCoC. Tony Stewart, Kasey Kahne, Kyle Larson and Christopher Bell have wins with the series.

Today, the All-Star Circuit of Champions is operated by longtime sprint car racing promoter Rich Farmer. Rich is a two-time RPM Regional Promoter of the Year and also promotes Fremont Speedway in Fremont, Ohio.



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2025 Schedule

The 2025 schedule of events features 30 races at 19 tracks covering five states: Ohio, Michigan, Pennsylvania, New York, and Indiana.

Standout events include the 43rd Annual Ohio Sprint Speedweek. This is a historic week of racing as it has become the richest week in the 43-year history of the event with a \$ 26,554-to-win finale at Atomic Speedway. The schedule also includes marquee events such as the \$10,000 to-win Fourth of July Frenzy at Stateline Speedway, \$10,000 to-win Pete Jacobs Memorial at Wayne County Speedway, and the \$10,000 to-win Jim Ford Classic at Fremont Speedway will wrap up the season championship.

The schedule includes two new tracks, Freedom Motorsports Park in Delevan, NY and Moler Speedway in Williamsburg, OH. As well as returning to some of the most historic tracks in the country like Eldora Speedway, Williams Grove Speedway, and Lincoln Speedway to name a few.



By The Numbers

STREAMING

All 2025 races will be streamed live on FloRacing

- 53,750 average live viewership
- 2,285,000 average minutes watched per event
- Top five states in viewership
 - Ohio
 - Pennsylvania
 - Indiana
 - New York
 - Michigan

SOCIAL MEDIA

Your brand will be promoted on ASCoC platforms along with all 19 track platforms

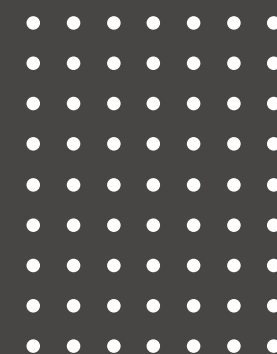
Facebook - 953,000+ combined followers with 13,300,000+ average monthly views

X - 260,000+ combined followers with 5,700,000+ average monthly views

ATTENDANCE

Numbers below reflect the 2023 season

- 3,000 average attendance per event
- 29-48 years old
- 52-70% male
- \$75,000 average household income
- 65% are motorsports enthusiasts





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Marketing Opportunities

We are currently looking for partners for the 2025 season

- Title
- Presenting
- Heat Races
- Victory Lane
- B-Main
- Start Cone
- Dash
- Drivers Meeting
- Work Area
- Pace Truck
- Ohio Sprint Speedweek Title
- Ohio Sprint Speedweek Presenting

Series Title

- **Series Logo Integration:** Your business logo will be seamlessly integrated into the series logo, which will be designed with your branded colors and prominently displayed across all marketing materials.
- **Marketing Materials:** Logo featured on all print and digital marketing materials.
- **Social Media Highlights:** Gain exposure through our social media channels with regular highlights.
- **Banners and Signage:** Your logo will be displayed on banners and signage at all 30 events.
- **Website and MyRacePass:** Prominent placement of your logo on our official website and MyRacePass platform.
- **Victory Lane Checks:** Logo will be featured on victory lane checks.
- **Series Staff Apparel:** Logo will be prominently displayed on series staff apparel.
- **Fan Apparel:** Logo will be included on apparel sold to fans.
- Verbal Recognition at all events.
- **Awards Banquet Tickets:** Enjoy 4 tickets to the exclusive awards banquet.
- **Merchandise Trailer:** Logo will be prominently displayed on the merchandise trailer that travels to all races.
- **Press Releases:** Your brand will be mentioned in all press releases.
- **Event Tickets:** Four (4) tickets to each event.

Series Presenting

- **Logo Name Mention:** Your business name will be mentioned in the series logo design.
- **Marketing Materials:** Your name will feature on all print and digital marketing materials.
- **Social Media Shoutouts**
- **Banners and Signage:** Your name will be displayed on banners and signage at all 30 events.
- **Website and MyRacePass:** Placement of your name on our official website and MyRacePass platform.
- **Victory Lane Checks:** Your name will be featured on victory lane checks
- **Series Staff Apparel:** Your name will be displayed on series staff apparel.
- **Fan Apparel:** Your name will be included on apparel sold to fans.
- **Verbal Recognition**
- **Awards Banquet Tickets:** Four (4) tickets to banquet.
- **Merchandise Trailer:** Your name will be displayed on the merchandise trailer that travels to all races.
- **Press Releases:** Your brand will be mentioned in all press releases
- **Event Tickets:** Two (2) tickets to each event.

Series Title



Series Presenting

Heat Race - 3 Available

- Social Media Highlights: Your brand will be featured in social media highlights at each race, including a photo of the heat race winner with signage displaying your logo.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

Victory Lane

- Social Media Highlights: Your brand will be featured in social media highlights at each race which includes a photo of the winner.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

B-Main

- Social Media Highlights: Your brand will be featured in social media highlights at each race which includes a photo of the winner.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Releases Mentions

Start Cone - SOLD

- Social Media Highlights: Your brand will be featured in social media highlights at each race, including mentions any time the start cone is used.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

Dash

- Social Media Highlights: Your brand will be featured in social media highlights at each race.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

Drivers Meeting

- Social Media Highlights: Your brand will be featured in social media highlights at each race.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

Work Area

- Social Media Highlights: Your brand will be featured in social media highlights at each race.
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Releases Mentions

Pace Truck

- Truck Wrap: Wrap will include your logo with series logo
- Social Media Highlights: 2 dedicated posts
- Verbal Recognition at all events
- Season Highlight: Two (2) dedicated posts
- Awards Banquet Tickets: Two (2) tickets
- Press Release Mentions

Ohio Sprint Speedweek Title

- **Series Logo Integration:** Your business logo will be seamlessly integrated into the speedweek logo, which will be designed with your branded colors and prominently displayed across all marketing materials.
- **Marketing Materials:** Logo featured on all print and digital marketing materials for speedweek.
- **Social Media Highlights:** Gain exposure through our social media channels with regular highlights.
- **Banners and Signage:** Your logo will be displayed on banners and signage at all 9 events of speedweek.
- **Website and MyRacePass:** Prominent placement of your logo on our official website and MyRacePass platform.
- **Victory Lane Checks:** Logo will be featured on victory lane checks during speedweek.
- **Fan Apparel:** Logo will be included on apparel sold to fans during speedweek.
- **Verbal Recognition** at all events during speedweek.
- **Awards Banquet Tickets:** Enjoy 4 tickets to the exclusive awards banquet.
- **Press Releases:** Your brand will be mentioned in all press releases about speedweek.
- **Event Tickets:** Four (4) tickets to each speedweek event.

Ohio Sprint Speedweek Presenting

- **Logo Name Mention:** Your business name will be mentioned in the speedweek logo design.
- **Marketing Materials:** Your name will featured on all print and digital marketing materials for speedweek.
- **Social Media Shoutouts**
- **Banners and Signage:** Your name will be displayed on banners and signage at all 9 events of speedweek.
- **Website and MyRacePass:** Placement of your name on our official website and MyRacePass platform.
- **Victory Lane Checks:** Your name will be featured on victory lane checks during speedweek.
- **Fan Apparel:** Your name will be included on apparel sold to fans during speedweek.
- **Verbal Recognition** at all events during speedweek.
- **Awards Banquet Tickets:** Four (4) tickets to banquet.
- **Press Releases:** Your brand will be mentioned in all press releases about speedweek.
- **Event Tickets:** Two (2) tickets to each speedweek event.

Speedweek Title



Speedweek Presenting



MoreInfo

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