

# MARKETING PROPOSAL



# ABOUT US

In 2015, The CARS Tour was formed from the Hooters Pro Cup Series, long considered the premiere short-track development series in the 2000s.

The CARS Tour is now the premiere short-track racing series hosting two types of popular pavement divisions - Pro Late Models and Late Model Stocks. Both tour the southeast region - primarily the Carolinas and Virginia.

Attracting teams and drivers from across the country, the Tour is known for its driver development and advancement into NASCAR's upper-level divisions.



# OWNERSHIP GROUP



**DALE EARNHARDT JR.**



**JEFF BURTON**



**KEVIN HARVICK**



**JUSTIN MARKS**



# 2023 SCHEDULE

**MARCH 11** SOUTHERN NATIONAL MOTORSPORTS PARK

**MARCH 25** FLORENCE MOTOR SPEEDWAY

**APRIL 22** HICKORY MOTOR SPEEDWAY

**MAY 5** ACE SPEEDWAY

**MAY 17** NORTH WILKESBORO SPEEDWAY

**MAY 27** TRI-COUNTY SPEEDWAY

**JUNE 3** LANGLEY SPEEDWAY

**JUNE 10** DILLON MOTOR SPEEDWAY

**JUNE 17** DOMINION RACEWAY

**JUNE 28** CARAWAY SPEEDWAY

**JULY 8** WAKE COUNTY SPEEDWAY

**JULY 29** HICKORY MOTOR SPEEDWAY

**AUG 11** ACE SPEEDWAY

**AUG 19** FLORENCE MOTOR SPEEDWAY

**AUG 26** WAKE COUNTY SPEEDWAY

**SEPT 9** GOODYEAR ALL AMERICAN SPEEDWAY

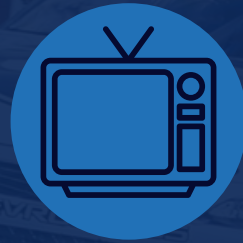
**OCT 7** SOUTH BOSTON SPEEDWAY

**OCT 21** TRI-COUNTY SPEEDWAY

**NOV 4** CARAWAY SPEEDWAY



# SERIES COVERAGE



## BROADCAST

FloRacing (3.2M unique visitor), Pit Row TV, Racing America



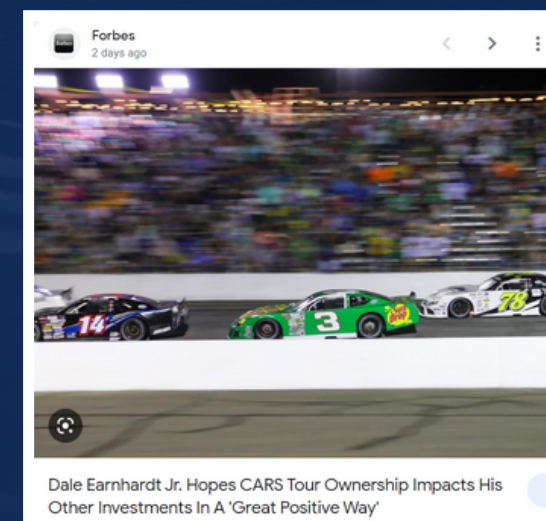
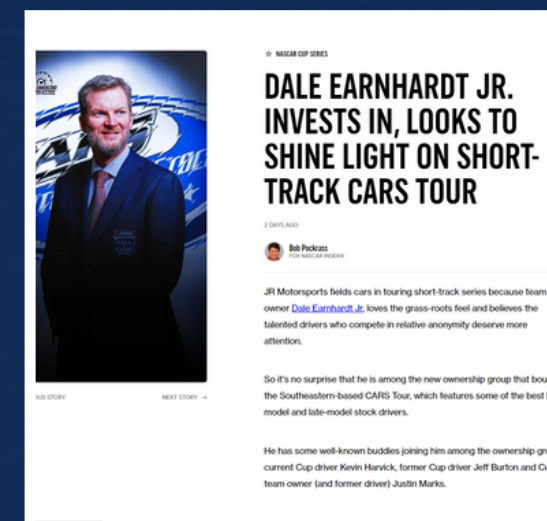
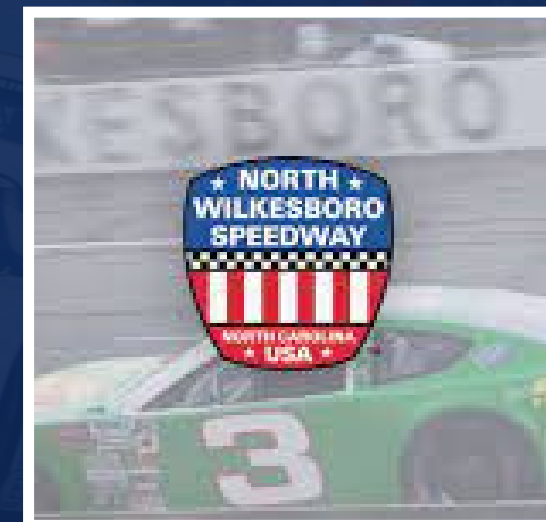
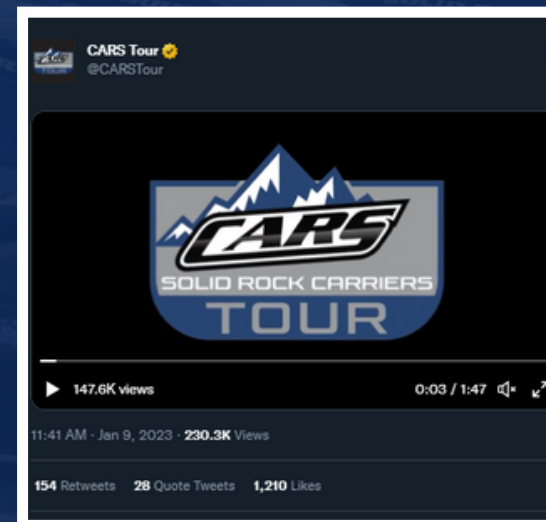
## MEDIA

Recently featured in Forbes, Speed Sport News, NASCAR.com, and more



## SOCIAL & DIGITAL

Over 12.5M social followers between Series, owners, and drivers



# TESTIMONIALS

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Our partnership with the CARS Tour over the last three years has been simply amazing. The tour does a phenomenal job of promoting our organization through their social media platforms and referrals, resulting in ROI with our partnership. As the CARS Tour continues to grow in popularity, we are excited to continue to growing with them. It truly is one of the best investments we have made.

- Stephen Dunn - Owner



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It has been a pleasure working with the CARS Tour over the years as the title sponsor. We've seen growth in our company through the series exposure and have been able to help many drivers further their careers. We believe the CARS Tour is more than a racing series - it is a family.

- Kirk Ipock - Owner



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# CONTACT US



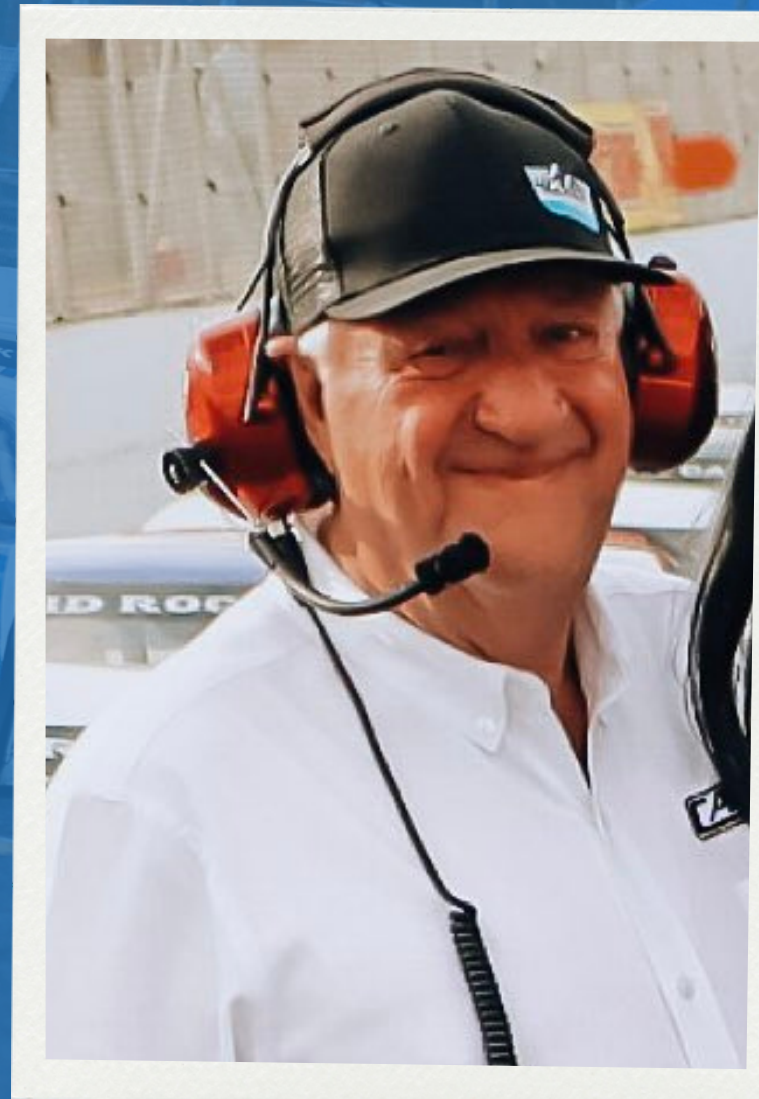
704-662-9212



[carsracingtour.com](http://carsracingtour.com)



[admin@carsracingtour.com](mailto:admin@carsracingtour.com)  
[jackm@carsracingtour.com](mailto:jackm@carsracingtour.com)



**JACK MCNELLY**  
CARS TOUR FOUNDER



**KEELEY DUBENSKY**  
DIRECTOR OF OPERATIONS



**THANK YOU**



**CARS**  
SOLID ROCK CARRIERS  
TOUR