

# TRAC

THE ROAD RACERS OF ATLANTIC CANADA

## SPONSORSHIP PACKAGE



# 2026

# ABOUT TRAC

TRAC (The Road Racers of Atlantic Canada) Series is Atlantic Canada's only road-racing series, based at Atlantic Motorsport Park in Shubenacadie, Nova Scotia, just 45 minutes from Halifax. TRAC is an **Atlantic Region Motorsports Series**, whose member clubs have been organizing motorsport events for more than 65 years.

TRAC competitors come from all Atlantic provinces, bringing a wide variety of racecars to compete in three distinct series.

## THE SERIES

Our three series include two Sprint Series, with multiple 15-lap races per weekend, and a 1-Hour Endurance Series race per weekend.

## THE CARS

Competitor cars include everything from production-based cars, like Mustangs, BMWs, Volkswagens, and Hondas to dedicated racing machines, featuring American muscle, tube chassis, and Radical sports cars - something for every fan!

Car classes are determined by power to weight ratio as well as a few modification factors, such as aerodynamic, tire, and brake improvements.

**4** Events per season

**38** Active racers



# PROMOTIONS

TRAC (The Road Racers of Atlantic Canada) Series is in the process of growing their digital space.

## SOCIAL MEDIA

TRAC established a Facebook and Instagram in September 2020. We also added YouTube and TikTok to our social media offerings.

On our social media, we feature live posting from events, promotion of the events, posting of photos and multimedia from events, and sponsor features.

We have a loyal following of active fans that share our content far and wide.

## WEBSITE

TRAC Series has an active website kept up-to-date with all the information about our series, including driver and sponsor profiles, as well as our event calendar.



TRAC Series



@tracseries



Atlantic Region Motorsports



@tracseries



tracseries.ca



**8000+**  
Monthly reach on  
Facebook  
(during season)

**50000+**  
Post impressions on  
Facebook since  
establishment of  
page in September  
2020

# SPONSORSHIP

TRAC offers multiple sponsorship opportunities - with something for every type of business. Our competitors and fans are avid automotive enthusiasts of all types, many are business owners and professionals, and all are enthusiastic about supporting business that supports the series.

## TITLE SERIES SPONSOR

**\$4000**

- Series naming rights
- Window banners on all competitor cars
- Podium backdrop main logo
- Logo on awards
- Logo on general track signage
- Sponsor entry for up to 8 people for all events
- Main t-shirt logo on the season shirt

## ENDURANCE SERIES SPONSOR

**\$1750**

- Endurance race series brought to you by...
- Logo on front fender/quarter panel area of all competitor cars (96 sq-in)
- Podium backdrop logo
- Logo on Endurance Series awards
- Logo on general track signage
- Sponsor entry for up to 4 people for all events
- Logo on season t-shirt

## SPRINT SERIES SPONSOR

**\$1750**

- Sprint series race brought to you by...
- Logo on front fender/quarter panel area of all competitor cars (96 sq-in)
- Podium backdrop logo
- Logo on Sprint Series awards
- Logo on general track signage
- Sponsor entry for up to 4 people for all events
- Logo on season t-shirt

## **VOLUNTEER SPONSOR**

**\$1750-\$2500**

- Sponsor funds will go towards cost of foods, shirts, and equipment for our volunteers
- Logo on special track signage
- Podium backdrop logo
- Logo on general track signage
- Sponsor entry for up to 4 people for all events
- Logo on season t-shirt

## **BILLBOARD SPONSOR**

**\$875-\$1750**

- 4'x4' / 4'x8' billboard sign at Atlantic Motorsport Park
- Podium backdrop logo
- Logo on general track signage
- Sponsor entry for up to 4 people for all events
- Logo on season t-shirt

## **LOGO SPONSOR**

**\$875**

- Logo on competitor cars along rocker/quarter area (48 sq-in)
- Podium backdrop logo
- Logo on general track signage
- Sponsor entry for up to 2 people for all events
- Logo on season t-shirt

## **PODIUM SPONSOR**

**\$750**

- Includes all regular series events
- Podium backdrop logo
- Logo on general track signage
- Sponsor entry for up to 2 people for all events
- Logo on season t-shirt

# AWARD PRIZE SPONSOR FLEXIBLE

- Awarded per event
- Includes event for which prize is provided
- Shout out at award presentation
- Free entry for 2 people at one event
- Recognition on social media

## 2026 SCHEDULE

May 31: Race #1  
June 21: Race #2  
July 26: Race #3  
August 30: Race #4  
September 20: Jack Canfield  
Memorial 3-Hour Enduro



## CONTACT US

Book your sponsorship for  
2026 today.

## EMAIL

[tracsponsorship@armsinc.ca](mailto:tracsponsorship@armsinc.ca)

## BEYOND THE SEASON

After the end of each season, there's still one marquee event left - the Jack Canfield Memorial 3-Hour Enduro - happening September 20 this year.

Sponsorship opportunities are available for this highly anticipated event, a key fundraiser for Atlantic Motorsport Park and the perfect way to cap off the year.

Contact [tracsponsorship@armsinc.ca](mailto:tracsponsorship@armsinc.ca) for more details.

