



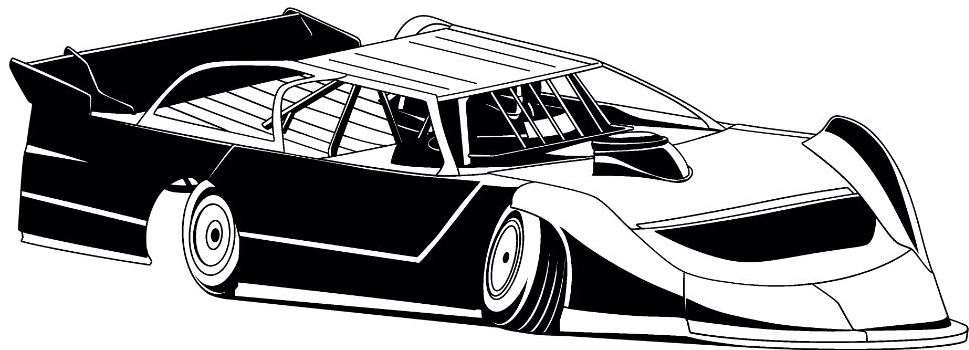
2024

MULLINAX RACING

ADVERTISEMENT OPPORTUNITY



TABLE OF CONTENTS



- 03. WHO WE ARE
- 04. OUR DRIVER
- 05. INTRODUCTION TO DIRT RACING
- 06. DIRT RACING AUDIENCE
- 07. BROADCASTING INFORMATION
- 08. 2024 SEASON
- 09. PRIMARY PACKAGES
- 10. PARTNERSHIP PACKAGES
- 11. CONTACT INFORMATION
- 12. THANK YOU



ABOUT US

Mullinax Racing is an established family owned racing team based out of Birmingham, AL. We race Dirt Late Models across the South at the highest levels!

Our team began during the 1980's in the heart of Birmingham. Now, the next generation of Mullinax racer's, Caden and Maddux, look to continue that legacy by making their mark on racing history.



ABOUT CADEN

- AKA: Cannonball Caden
- 21 Years old
- Birmingham, AL native
- 3rd Generation Driver
- 4th year in a Late Model
- 2021 CRUSA Young Guns Finalist
- 2023 Spring Nationals ROTY Finalist
- Lucas Oil National Series Experience
- Top 5 Spring Nationals Points Finish

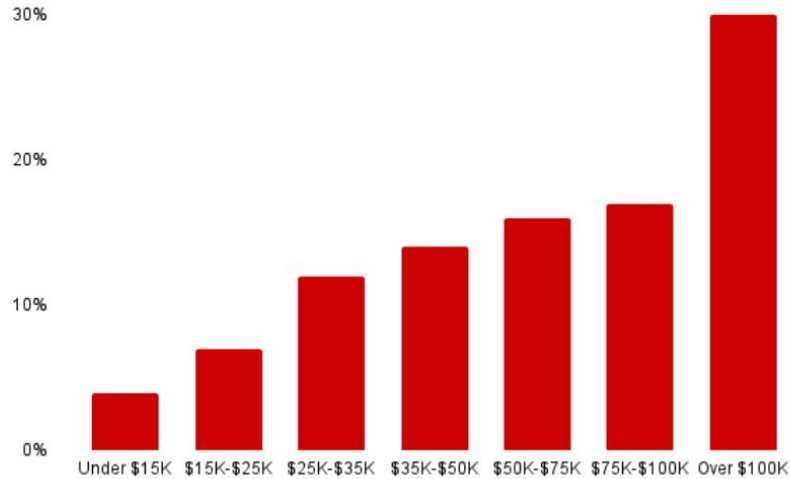
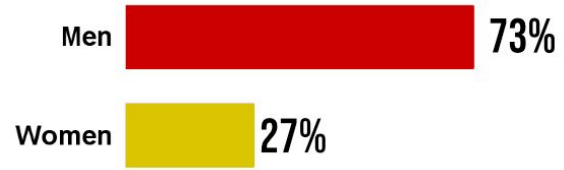


DIRT LATE MODEL RACING 101

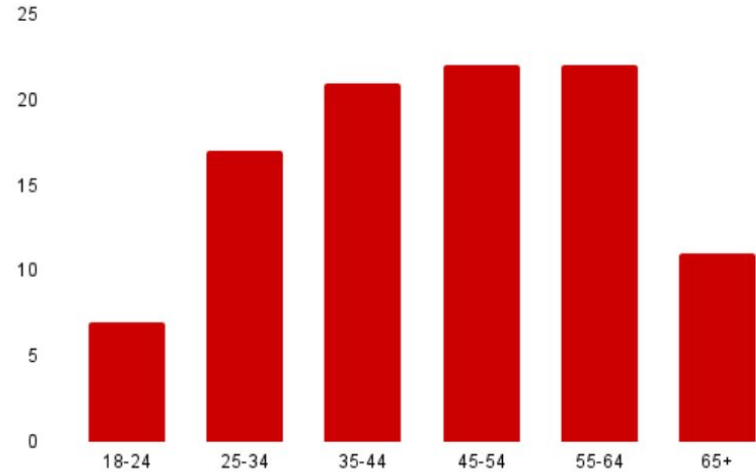
- 900 Horsepower High Octane Action
- Exciting Close Quarters Racing
- 100+ MPH!
- Nationwide following
- State of the Art Racing Cars
- Innovation and Competition



DEMOGRAPHICS



HOUSEHOLD INCOME



AUDIENCE BY AGE



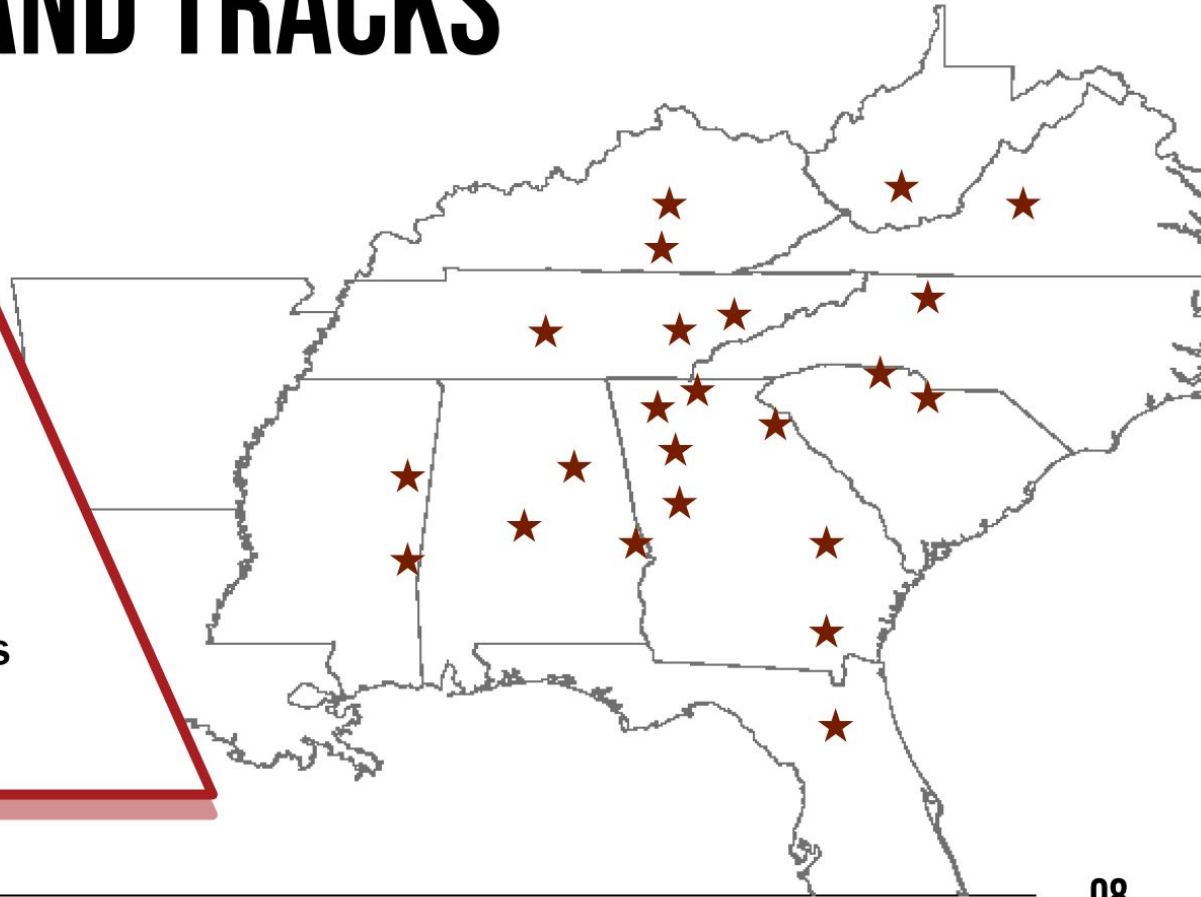
DIRT RACING BROADCASTING



- All races are broadcasted LIVE
- Thousands of live viewers
- Guaranteed screen time for all cars
- All sponsors are read out on air
- FloRacing, MavTV, HuntTheFront.tv

2024 SEASON AND TRACKS

- 40+ Races Planned
- Biggest Races in the South
- Lucas Oil Late Models
- Schaeffer's Oil Spring Nationals
- Schaeffer's Oil Fall Nationals
- Hunt The Front Super Dirt Series





2024

SPONSORSHIP PACKAGES



PRIMARY

Designed for larger companies or businesses

Prominent quarter-panel and nose piece logo placement

Social media, website, and merchandise promotion

Premier brand promotion content throughout entire racing season

SECONDARY

Designed for larger companies or businesses

Prominent door logo placement

Social media, website, and fire-suit promotion

Brand promotion on social media and at the track



ASSOCIATE

Designed for both large and small businesses

12" x 5" Logo placed in prominent area of the car

Social media and website promotion

PARTNERSHIP

Designed for small companies or businesses

6" x 4" Logo placed in prominent area of the car

Social media and website promotion



CONTACT US

Send us your package inquiry!

Mullinaxracing3@gmail.com

(205) 585-3809



THANK YOU!



JOIN THE RACE



2024

SPONSORSHIP PRESENTATION