NATIONAL GRAND PRIX CHAMPIONSHIP (NGPC)

2027 CORPORATE PARTNERSHIP PROPOSAL

The Pinnacle of Off-Road Motorsports – Built for Elite Professional and Multi-Generational Racing Families

For marketing and partnership opportunities, contact:

- Craig Hunter – OEM */ Marketing Coordinator*
- *Cell: 714-231-6718*
- Email: chunter.ngpcracing@gmail.com
- Official Series Website: ngpcseries.com

ELITE MOTORSPORT SERIES

THE PREMIER AMA-SANCTIONED OFF-ROAD SERIES

The **National Grand Prix Championship (NGPC)** is America's premier off-road motorcycle racing series. Sanctioned as an elite National Championship by the **American Motorcyclist Association (AMA)** since 2019, the series features 10 grueling rounds across the Western United States

NGPC attracts the world's top factory teams and riders, transforming each race weekend into a massive, multi-day consumer experience

The championship seamlessly blends high-visibility on-site brand activations with a dynamic digital broadcast network, delivering unparalleled value for brands and fans alike

MASSIVE CONSUMER FOOTPRINT

36,000+

ANNUAL SPECTATORS

A captive audience spending 48-72 hours living on-site inside our event ecosystem

12M+

SOCIAL AND YOUTUBE IMPRESSIONS

Comprehensive coverage ensuring your brand message lives long after the checkered flag drops

NGPC provides immediate access to high-volume, hyper-engaged consumer base. Our scale dominates the regional off-road motorsport landscape delivering unmatched live YouTube race coverage, on-site activation space, and digital traffic

CONSUMER PROFILE

PREMIUM INCOME

$185,000+

Average HH Income

Delivering high level of stable discretionary spending

FAMILY STRUCTURE

45% / 35%

Age 35-55 / Age 16-34

Simultaneous buying power reaching both youth and parents

HIGH-ASSEST RIGS/EQUIPMENT

$150,000+

Average Fleet Asset Set-up

Heavy demand for trucks, RVs, and camping equipment

NGPC represent a premium, intensely loyal purchasing community built on strong commercial fundamentals

- ***The Power of the Family Sport*** – Deeply rooted in multi-generational family atmosphere
  - Unlocks buying power across the highest-spending demographic sector
- ***Elite Captive Mobile Community*** – Turning the paddock into a 48-to-72 hours premium buyer ecosystem
  - We connect brands directly with high-spending sports families who invest heavily in their passion
- ***Unrivaled Brand Loyalty*** – Highest brand retention metrics compared to all other sports sectors
  - Aligning with our series embeds your brand directly into our community's lifestyle

BUILT FOR YOUR CORPORTATE KEY PERFORMANCE INDICATORS

MOVE PAST GENERIC EXPOSURE

DRIVE A MEASURABLE RETURN ON INVESTMENT WITH TARGETED ACTIVATION OPPORTUNITIES:

- ***Experiential B2C Takeovers:*** Build massive, immersive brand footprints directly in the heart of our vendor midways, with premium spaces available us to 50'x125'
- ***Exclusive Key Branding:*** Separate your brand from the competition by securing title sponsorship or placement at key racetrack locations – Start Line, Finish Line, Pro Podium or Sign-Up area
- ***Direct Digital Conversion:*** Leverage our live broadcast graphics to drive immediate traffic straight to your digital storefront or landing pages
- ***Content Co-Creation:*** Work directly with our production assets to sponsor high-impact, co-branded digital media, such as "Official Drone Cam Replays" or "Pro Podium Interviews

LIVESTREAMING/YOUTUBE EXPOSURE

CHOOSE THE DIGITAL MEDIA THAT FITS YOUR BRAND

- **PRO or AMATUER LIVESTREAM TITLE SPONSOR**
  - Company Title Card Throughout Broadcast
  - Pylon Leaderboard
  - Large Company on Booth Repeater Banner
- **Company Logo On-screen and Mention**
  - Track Map
  - Drone Cam
  - Call-up Presentation
  - Pro Podium Interview
- **Live Broadcast Graphics**
  - Broadcast Sponsor Rotation
  - Instant Replays
- **Company Graphics with Call to Action**
  - On-air 30 second L Bar advertisement & QR code to URL
- **5-minute product feature spot**
- **Livestreaming commercials**

Click here: 2027 NGPC Promo Video

YOUTUBE STATS

TOTAL VIEWS 155K +166% YTD	WATCH HOURS 46.9K +180% YTD
LIVESTREAMING VIEWS 128K +82k YTD	AVG VIEWS PER ROUND 25.6K +53% YTD
RAW RECAPS 25.3K	INTERVIEWS 2.7K
GOPRO LAPS 13.5K	SUBCRIBERS 4,169 +221% YTD

READY TO BUILD YOUR CUSTOM MARKETING PACKAGE?

DON'T SETTLE FOR A COOKIE-CUTTER SPONSORSHIP

LET'S COLLABORATE TO BUILD A HIGH-ROI ACTIVATION PLAN DESIGNED SPECIFICALLY FOR YOUR CORPORATE GOALS

- **Call 714-231-6718 today** to speak directly with our OEM / Marketing Coordinator, Craig Hunter, about your brand's marketing objectives
- ***Lock in premium placement*** *in the 2027 vendor midway before all spaces fill up*
- **Receive a tailored proposal** built around your exact budget, target audience, and KPIs

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NGPC
NATIONAL GRAND PRIX CHAMPIONSHIP

PRO | AMATEUR | YOUTH RACING — $3 MILLION OEM CONTINGENCY — $5,000 PRO PURSE PER ROUND

NGPCSERIES.COM — AMA — @NGPCSERIES

NATIONAL GRAND PRIX CHAMPIONSHIP

2027 SCHEDULE

- RD. 1 | JAN 15 - 17 | DELANO, CA
- RD. 2 | FEB 5 - 7 | BLYTHE, CA
- RD. 3 | MAR 5 - 7 | GLEN HELEN, CA
- RD. 4 | APR 2 - 4 | MESQUITE, NV
- RD. 5 | APR 23 - 25 | TBD
- RD. 6 | MAY 14 - 16 | MARYSVILLE, CA
- RD. 7 | AUGUST 27 - 29| PRESTON, ID
- RD. 8 | OCT 1 - 3| RIDGECREST, CA
- RD. 9 | OCT 29 - 31 | LAUGHLIN, NV
- RD. 10 | NOV 12 - 14 | TAFT, CA

*SUBJECT TO CHANGE

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