



Porsche Club Racing is the largest single-marque racing series in the world!

Support The Road America Challenge (TRAC) Club Race and Drivers' Education – August 29th through September 1st 2025 and be part of the action.

2025 is PCA Club Racing's 34th year which features more than 2,000 licensed racers in 22 sanctioned races annually: more than any other single-make racing organization in the world. The Road America Challenge is considered one of the best of the season, garnering registrants from all over the country and Canada. By sponsoring our TRAC event, you will be one of a select few organizations with access to the approximately 2,500 participants and spectators that attend the event each year.



New for 2025, the entire event (race and non-race activities) will be Live-Streamed on PCA's YouTube channel. These generate an additional 4K viewers of the event per day and represents an unprecedented opportunity to get your message directly to fans of Porsche and Porsche racing.

Your organization becomes part of the event program along with announcements made throughout the weekend at Road America as well as PCA Chicago's email blasts and marketing leading up to the event.

In addition to your event exposure, you will be featured on our website's TRAC event page as well as receiving frequent mentions on our Facebook page. Depending on your level of sponsorship, you will also get an opportunity to be part of the Live Stream of the event on YouTube.



Contact us today to reserve your sponsorship as there are a limited number available

Contact: Dana Comolli
847-423-6718 or dana@dmaxx.com
PCA Chicago Region President

All written and verbal content must be provided no later than Friday, August 11th, 2025 for inclusion into the TRAC materials, prerecorded audio announcements, and The Scene.

Sponsorship Details

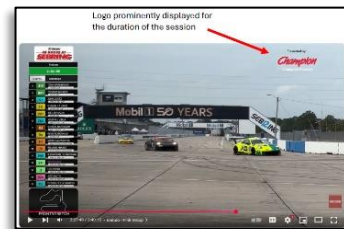
There are three levels of sponsorships available. Each provides you with unprecedented exposure to the Porsche race fan community and are designed to provide with the access and visibility you require. There are a limited number of sponsorships available at each level.

Sponsorship Levels			
Exposure	Platinum \$2,500	Gold \$1,500	Silver \$1,000
TRAC Dinner Tickets	8	5	2
Pit Passes	2	1	N/A
Audio Announcement During Event	Yes	Yes	Yes
Logo in Schedule and Online Program	Yes	Yes	Yes
Email Blast Mention	Before and After	Once After	N/A
Facebook Mentions	Yes	Yes	N/A
Web-Site Logo and Link to Your Site	Full Year on Club Racing and Sponsorship pages	6 Months on Sponsorship page	3 Months on Sponsorship page
Logo in <i>The Scene</i>	Two Issues	One Issue	One Issue
<i>The Scene</i> Advertisement	Explicit mention in TRAC article	N/A	N/A
Ad Style within Live-Stream of Event	Advertiser	Ad-Card	N/A

Live-Stream Advertising Options

We are excited to offer advertiser's three options to insert their message into the Live-Stream (all four days) of this year's event. Your content will be overlaid into the video based on the option you select. Over 20,000 people watched the Sebring race at the end of January and more watch it every day.

Live-Stream Advertising Options			
Exposure	Session Sponsor \$1,500	Advertiser \$750	Ad-Card \$500
Visual Options	Logo in the upper right corner under the words "presented by:"	Video with Audio or static image with voiceover	Static image with voiceover
Ad Duration	Entire Session (e.g. Sprint Red Group)	15-20 seconds	15-20 seconds
Ad Size	N/A	Half of screen	Lower 1/3 of screen
When displayed	Displayed for the entirety of the session (e.g. Qualifying Blue Group, Sprint 2 Red Group,	Played between sessions and/or during "down time" (e.g. full course yellow, HPDE group, etc.)	Played between sessions and/or during "down time" (e.g. full course yellow, HPDE group, etc.)
Display Frequency	Entire Session	4 to 6 times per day Every Day	4 to 6 times per day Every Day



Session Sponsor



Advertiser



Ad-Card

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