

PUT YOUR BRAND INSIDE THE PROGRAM.

2027 SEASON

MUSTANG CHALLENGE PARTNERSHIP OPPORTUNITY

FULL-SEASON & INDIVIDUAL
WEEKEND PARTNERSHIPS

IMSA-SANCTIONED NORTH AMERICAN SERIES

PREMIER ROAD-RACING VENUES

United States & Canada



ROB PELLOSIE | AUTOMATIC RACING

352-502-1436 | robpellosie@gmail.com

MORE THAN A LOGO

The partnership is designed to create something your company can actually use.

- **CLIENT EXPERIENCE**

Bring customers, prospects or employees into the race-weekend environment.

- **TEAM ACCESS**

Meet Rob and Automatic Racing, see the car up close and experience how a professional team operates.

- **BRAND VISIBILITY**

Available race-car branding plus appropriate partner recognition around the Daytona program.

- **CONTENT**

Race-weekend photography, branded-car imagery and social content that can live beyond the event.



ZENITH
RACING SERIES
PRODUCTION

THE OPPORTUNITY

A flexible partnership platform built around the full 2027 Mustang Challenge North America season.

Competing with Automatic Racing in the IMSA-sanctioned Mustang Challenge, Rob Pellosie offers partners two ways to participate: a season-long program or targeted individual race weekends.

500+

HORSEPOWER

2

RACES PER
WEEKEND

FULL

SEASON OR
SELECT EVENTS

2027 SERIES SCHEDULE

JAN 22-24

DAYTONA

Roar Before the 24

MAR 17-20

SEBRING

12 Hours of Sebring

APR 30-MAY 2

LAGUNA SECA

Monterey, California

AUG 20-22

VIRGINIA INT'L RACEWAY

Alton, Virginia

SEP 10-12

CIRCUIT OF THE AMERICAS

Lone Star Le Mans

OCT 6-9

ROAD ATLANTA

Petit Le Mans

SIX PREMIER NORTH AMERICAN RACE WEEKENDS





MUSTANG CHALLENGE EXPOSURE & REACH

POWERFUL PLATFORMS. PASSIONATE FANS. PROVEN GROWTH.



410,000+
DIGITAL VIEWS

Generated by just two surprise live test-session streams during the 2026 Roar Before the Rolex 24.

Source: IMSA YouTube



115,000+
ATTENDEES

Record-breaking attendance at the 2026 Sebring race weekend, a marquee event for Mustang Challenge.

Source: Sebring International Raceway



~43,000
AVG. YOUTUBE VIEWS
PER RACE (2026)

Average of four broadcasted races in 2026 on YouTube (excludes Peacock & IMSA.TV).

Source: IMSA YouTube



54 MILLION+
DIGITAL & SOCIAL VIEWS

IMSA generated 54+ million digital/social views across nearly 4 million engagements during January 2025 (Roar & Rolex 24 period).

Source: IMSA

MUSTANG CHALLENGE YOUTUBE VIEWERSHIP (PUBLIC BROADCASTS)

YEAR	EVENT	RACE 1 VIEWS	RACE 2 VIEWS	AVERAGE PER RACE
2026	Sebring	65,014	43,421	54,218
	Laguna Seca	33,630	29,279	31,455
	2026 AVERAGE (4 RACES)			~42,800
2025	Sebring	54,432	41,734	48,083
	Laguna Seca	32,186	33,896	33,041
	2025 AVERAGE (4 RACES)			~40,600
2024	Sebring	16,136	17,327	16,732
	Road America	25,882	38,769	32,326
	2024 AVERAGE (4 RACES)			~24,500

Note: YouTube views only. Does not include Peacock or IMSA.TV audiences.

MULTI-PLATFORM LIVE COVERAGE



All Mustang Challenge races stream live on Peacock.



Live streaming available on IMSA.TV.



Select races broadcast live on IMSA's YouTube channel.

Multi-platform distribution extends sponsor exposure far beyond spectators at the track.

2027 DAYTONA HIGHLIGHT

ROAR
BEFORE THE ROLEX 24



January 22–24, 2027

Mustang Challenge makes its Daytona debut during the Roar Before the Rolex 24.



Unmatched exposure. Passionate fanbase. Proven growth.

Mustang Challenge delivers measurable value through elite racetracks, engaged fans, and expanding digital reach.

PARTNERSHIP OPTIONS

SEASON-LONG PRIMARY PARTNER

\$240,000

Premier car branding, up to 6 invited guests per event, enhanced team / paddock access, dedicated partner content and race photography. We can create a tailor-made experience to suit your networking and entertainment needs.

PER-EVENT PARTNERSHIP OPTIONS

PRIMARY

\$40,000

ONE AVAILABLE PER WEEKEND

- Premier available car branding
- Up to 6 invited guests*
- Enhanced team / paddock experience
- Dedicated content + race photography

MAJOR

\$15,000

THREE AVAILABLE PER WEEKEND

- Significant available car branding
- Up to 4 invited guests*
- Team / paddock experience
- Partner content

ASSOCIATE

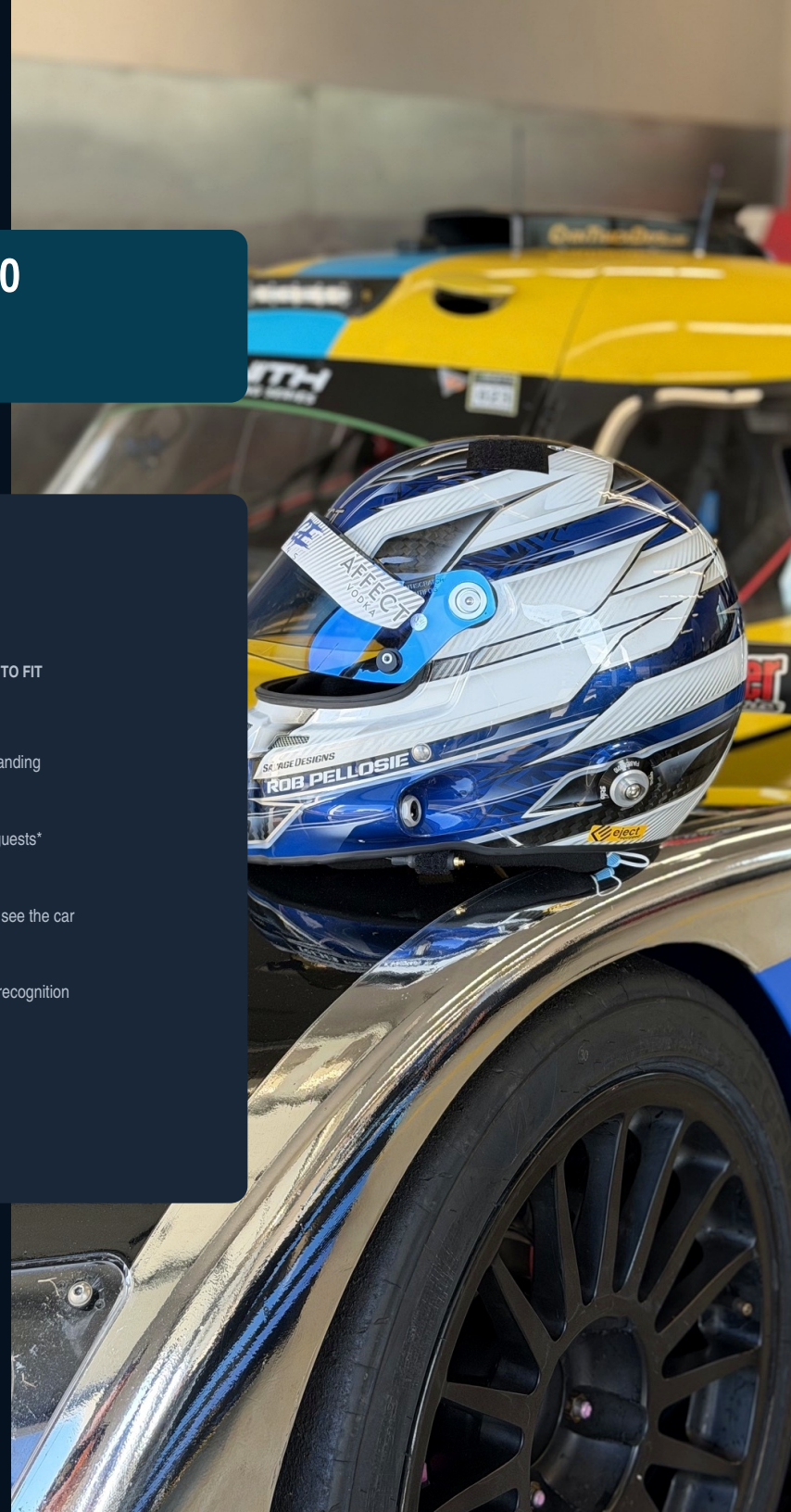
\$8,000

SMALL GROUP BUILT TO FIT

- Available car branding
- Up to 2 invited guests*
- Meet the team / see the car
- Race-weekend recognition

ONE SEASON-LONG PRIMARY PARTNER | INDIVIDUAL WEEKEND PACKAGES

Packages can be tailored around branding, client entertainment and content objectives.



LET'S TALK.

LET'S CREATE SOMETHING UNIQUE.

Together, we can build a tailor-made marketing, client entertainment and networking experience designed around your company's goals.

From brand visibility and original content to trackside hospitality and meaningful relationship building.

LET'S BUILD THE RIGHT PARTNERSHIP.

ROB PELLOSIE | AUTOMATIC RACING

352-502-1436 | robpellosie@gmail.com

