2027

PARTNERSHIPS

Team & exposure overview



SPS RACING

Founded by Joe Farré.
Built on an engineering foundation.

SPS — Sigma Performance Services — is the racing arm of Sigma Engineering Solutions, the Las Vegas demolition-engineering firm behind the Harmon Tower takedown and the Key Bridge response. Own shop in Mooresville, North Carolina. Own cars, own timeline, own entry.

2023 **SPS Racing is founded**
Joe Farré launches the team in ARCA West.

2024 **First ARCA West victory**
Sam Mayer wins at Sonoma.

2026 **O'Reilly Series debut**
A three-race program: Bristol, Phoenix and Talladega. No. 43 Chevrolet.

2027 **A two-series national program**
Full-time ARCA Menards Series. Part-time O'Reilly Series.

Team history: SPS Racing, September 9, 2026. Pictured: Joe Farré, Phoenix Raceway, October 2026.



TWO SERIES. ONE PROGRAM.

A full ARCA Menards Series season anchors the year. A part-time NASCAR O'Reilly Auto Parts Series entry adds marquee national weekends. One partnership can run across both.



FULL-TIME

ARCA Menards Series

20 races · 19 tracks · 15 states · every race live on FOX, FS1 or FS2

PART-TIME

NASCAR O'Reilly Auto Parts Series

Select events from the 33-race calendar · every race on The CW

THREE O'REILLY SERIES STARTS IN 2026

PROOF OF EXECUTION · NO. 43 CHEVROLET · LINDAMOOD DEMOLITION PRIMARY



BRISTOL

Food City 300 · September 18 · Landon Huffman

The CW · PRN · SiriusXM NASCAR Radio



PHOENIX

October 17 · Connor Mosack

The CW · MRN · SiriusXM NASCAR Radio



TALLADEGA

TPG 250 · October 24 · Connor Mosack

The CW · MRN · SiriusXM NASCAR Radio

Three national-series entries announced September 9, 2026 and delivered as announced, with partner guests hosted in an SPS suite at Bristol. Photography: SPS Racing.

ON THE CW. ON RACE RADIO.

All 33 series races on The CW

Live broadcast television across the 2027 O'Reilly Series calendar, including every practice and qualifying session. Rights run through 2031.

Current streaming: ESPN App with ESPN Unlimited.
Practice, qualifying and race replays: The CW App.

Networks shown are series distribution outlets. Coverage and partner mentions vary by race. Viewing access: NASCAR, July 28, 2026. The CW agreement covers 2025–2031.

A NATIONAL TELEVISION AUDIENCE

2026 SEASON UPDATE

1.1M **+4%** year over year

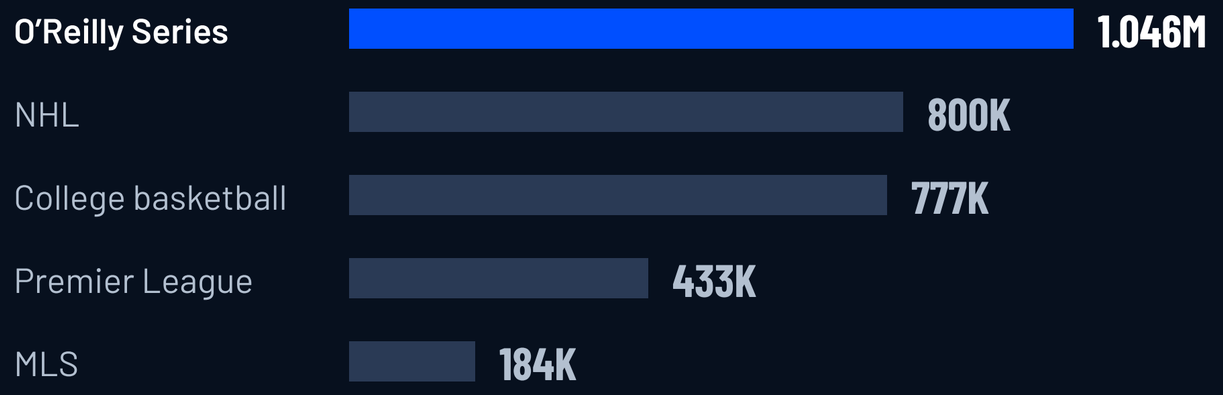
average viewers per race · reported Sep 3, 2026

2025 FULL SEASON

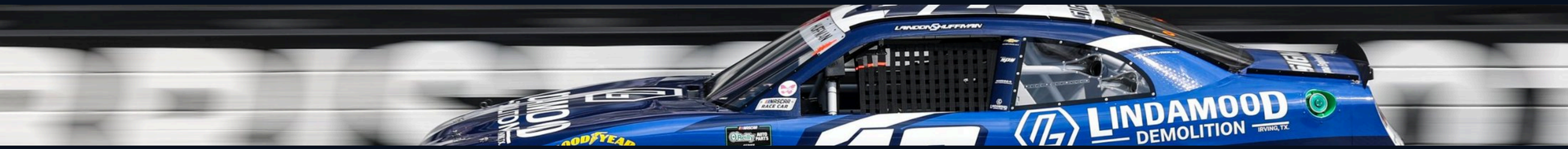
1.034M +10% vs. 2024

Most-watched season in four years. No. 1 program of the week on The CW in 31 of 33 race weeks. Daytona opener 1.8M.

PER-EVENT AVERAGE AUDIENCE, 2025 · NIELSEN



4.8B U.S. tuning minutes in 2025 — ahead of Formula 1 (4.7B) and IndyCar (3.3B).



NASCAR, September 3, 2026; The CW / Nielsen, November 5, 2025; Nielsen 2025 per-event averages via NASCAR Audience Insights. Different reporting periods. Series audiences are historical benchmarks, not SPS exposure or unique reach.

EVERY ARCA RACE, LIVE ON FOX SPORTS

ARCA MENARDS SERIES · FOX SPORTS AGREEMENT THROUGH AT LEAST 2028

FOX

1 race
Daytona opener on broadcast FOX

FS1

13 races
National cable

FS2

6 races
National cable

FOX SPORTS

All 20 races
Simulcast on the FOX Sports app

SiriusXM NASCAR Radio carries every race; MRN covers select events. Nineteen tracks across 15 states — superspeedways, short tracks, road courses and dirt — put the car in front of a different regional market almost every week. 2026 distribution shown; 2027 networks are assigned by ARCA.

NASCAR's national development series. The proving ground on the road to Trucks, the O'Reilly Series and Cup.

AUDIENCE BENCHMARKS

208K

average viewers per race, 2025 season

Nielsen live + same day, persons 2+. A top-10 U.S. motorsports property by average audience.

446K

Talladega 2026 on FS1 · +41% year over year

Superspeedway and companion-weekend events run well above the season average.

ARCA / NASCAR 2026 schedule and broadcast assignments; Nielsen 2025 season average; Talladega 2026: Jayski. Series audiences are historical benchmarks, not SPS exposure or unique reach.

THE O'REILLY SERIES FAN

NASCAR RESEARCH & INSIGHTS · MRI-SIMMONS USA 2025 FALL

GENDER

62% Male

38% Female

WHERE THEY LIVE



2 in 5
Ages 18–44

38%
Multicultural

2 in 5+
Household income $100K or more

3 in 5
Some college or beyond

1 in 5
Households with children

NASCAR O'Reilly Auto Parts Series Fans, p. 2; MRI-Simmons USA 2025 Fall. Fans report at least a little interest; 2 in 5+ = more than 2 in 5, 3 in 5 = nearly 3 in 5. Series fandom, not SPS or measured TV-viewer demographics.

SPONSORSHIP MATTERS TO RACING FANS

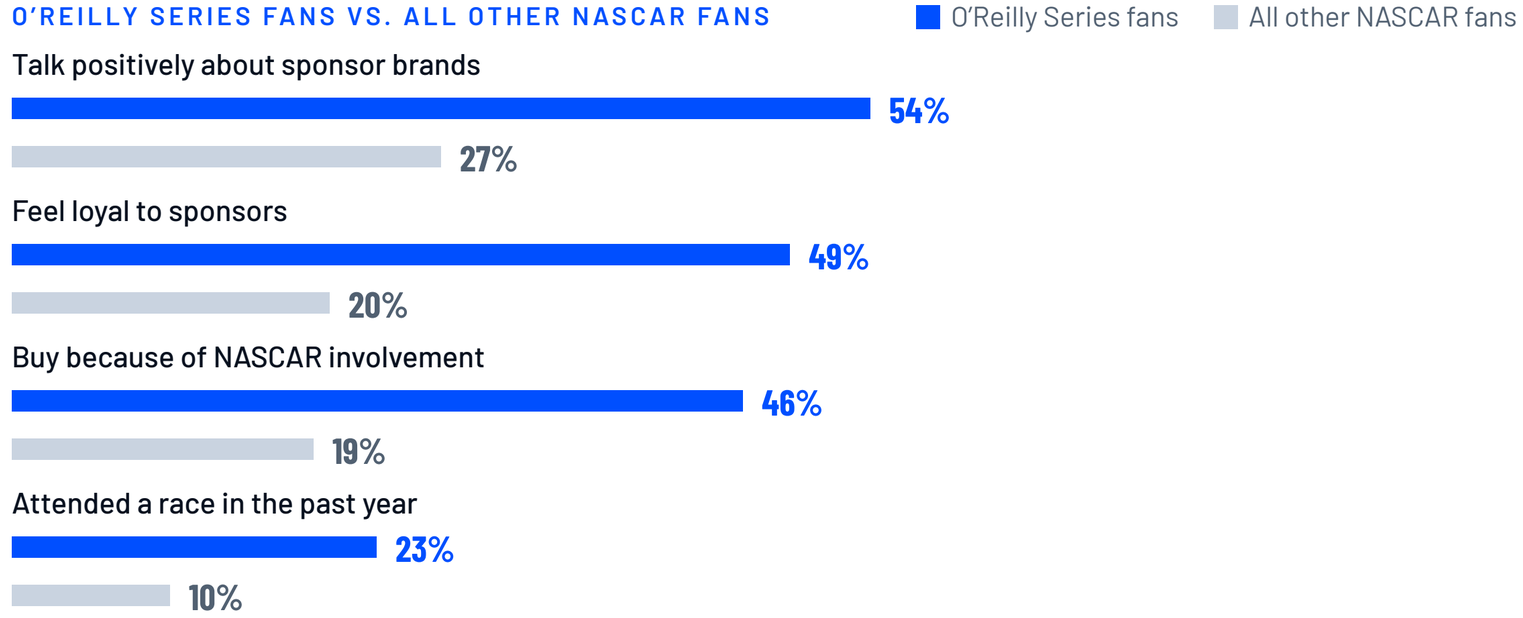


50%
feel loyal to NASCAR sponsors because they support the sport

+56%
more likely to purchase from a sponsor's brand than non-fans

50%
have recommended a brand because of its NASCAR involvement

O'REILLY SERIES FANS VS. ALL OTHER NASCAR FANS



MRI-Simmons Sports Fan Study, Aug 2026 (tiles); NASCAR Fan Engagement Tracker, Directions Research, Nov 2024 (comparison). Self-reported attitudes; not SPS-specific results.

AUDIENCE RESEARCH AVAILABLE

21 CATEGORY & LIFESTYLE REPORTS · TAILORED TO A PARTNER'S CATEGORY ON REQUEST

- Alcoholic Beverages
- Athletic Lifestyles
- Automotive Culture
- Business Decision Makers
- Casual Dining
- Health Care
- Home Improvement DIYers
- Insurance
- Lawn and Garden
- Motorcycle Enthusiasts
- Occupations
- Outdoor Enthusiasts
- Personal Finance
- Pets
- QSRs
- Retail Shopping
- Serve or Served in the Armed Forces
- Sports Betting, Fantasy Sports and Gambling
- Technology
- Travel
- Video Games

5 DEMOGRAPHIC COHORT REPORTS

- 18–34 Year Old NASCAR Fans
- African American NASCAR Fans
- Female NASCAR Fans
- Hispanic NASCAR Fans
- Multicultural NASCAR Fans

Report titles only. Detailed sector and cohort findings reserved for tailored review.

YOUR BRAND ON THE RACE PROGRAM

INVENTORY ACROSS BOTH CARS · PLACEMENT SCALED TO THE PARTNERSHIP



01 RACECAR

Primary or associate placement across the ARCA season and selected O'Reilly Series events.

02 TRANSPORTER

A standalone asset: the team hauler carries partner identity through the garage area and every mile between events.

03 DRIVER FIRESUIT & HELMET

Partner marks on the suit — in frame for every interview, grid walk and victory lane.

04 CREW APPAREL & PIT EQUIPMENT

Team shirts, pit box and pit-road equipment inside live broadcast coverage.

05 AUTOGRAPH CARDS

Partner-branded hero cards, signed and handed out at the track and at partner events.

06 APPEARANCES

Driver and show-car appearances at partner events, trade shows and customer meetings.

07 SOCIAL MEDIA

Partner integration across race-week content on Instagram, X and Facebook, with tagging and co-posting.

08 WEBSITE

Partner profile and placement on teamspsracing.com, with race news and photography.

Potential partnership scope. Supplied 2026 livery is illustrative; placement, availability, drivers and usage rights for 2027 are agreed separately.

WAYS TO PARTNER

Structures built around the two-series program.
Scope, events and term are defined with each partner.

01

SEASON PRIMARY

Primary placement on the ARCA Menards Series entry for the full 20-race season. Every race live on FOX platforms. The anchor position in the program.

INCLUDES

Car, transporter and firesuit · hospitality weekends · driver appearances · race-week content and reporting · partner page and marks rights

02

EVENT PRIMARY

Primary placement on the O'Reilly Series entry at selected events, built around the markets, dates and launches that matter to you.

INCLUDES

Car and crew for each event · suite or garage hospitality · race-week campaign · photography and partner report within 48 hours

03

ASSOCIATE

Season-long associate placement across both cars, with hospitality, content and team access scaled to the program.

INCLUDES

Associate placement on both cars · a hosted race weekend · content inclusion · autograph cards and partner page

HOSTED WEEKEND | Start with a race weekend as our guest. See the program, the people and the paddock before you commit.

Structures are illustrative. Placement, event selection, term, category exclusivity and usage rights are defined in the partnership agreement.

BRING CUSTOMERS TO THE TRACK

CUSTOMER HOSTING

A race visit for customers, prospects and distributors — suite, garage and pit road.

EMPLOYEE RECOGNITION

Celebrate people with a weekend at the track.

TEAM ACCESS

Driver interaction, garage visits, hot passes and hospitality.

COMPANION WEEKENDS

Most ARCA dates share a weekend with NASCAR national series racing, so an ARCA hosting weekend often comes with a Cup or O'Reilly Series race.



Experiences are planned to the event, track rules, credential eligibility and agreed partnership scope. Pictured guests and branding reflect a 2026 race weekend.

A CAMPAIGN AROUND EACH RACE

Every event runs as a week-long content program, not a single post. The partner is in the story from the entry announcement to the delivered report.

MON – TUE

RACE-WEEK PREVIEW

Entry announcement, partner feature and track preview across social and the website. Partner tagged and co-posted.

WED – THU

REVEAL & TRAVEL

Livery and transporter reveal, driver interview and travel content as the team heads to the track.

FRIDAY

AT THE TRACK

Behind the scenes from the garage, practice and qualifying. Partner guests arrive; hospitality begins.

SATURDAY

RACE DAY

Grid, live race updates on X, broadcast and radio windows, in-race photography and the finish.

SUN – MON

RECAP & DELIVERY

Race recap, driver quote, photo gallery and the partner report — delivered within 48 hours.

Instagram · @teamspsracing
Photography, Reels and behind-the-scenes

X · @teamspsracing
Live race updates and results

Facebook · Team SPS Racing
Community, hospitality and partner features

teamspsracing.com
News, partner pages and galleries

Content program for each planned event. Final deliverables, posting schedule and usage rights are defined with the partnership; live-race posting follows series media guidelines.

AFTER EVERY RACE, A PARTNER REPORT



DELIVERED AFTER EACH EVENT · ROLLED UP BY QUARTER AND AT SEASON END

01 **PHOTOGRAPHY WITHIN 48 HOURS**
High-resolution gallery from the weekend — car, driver, hospitality and guests — cleared for the partner's own channels.

02 **BROADCAST AND RADIO RECAP**
Television window, radio coverage, replay links and a log of on-air mentions and in-frame appearances.

03 **SERIES AUDIENCE REPORT**
Race-level audience figures for the event — television, social and digital — as supplied by NASCAR.

04 **SOCIAL PERFORMANCE**
Posts, reach and engagement by platform, with the partner's tagged content called out.

05 **EARNED MEDIA**
Coverage log from the team release through trade and local outlets.

06 **HOSPITALITY RECAP**
Guest list, credentials issued, photos and follow-up notes for the partner's sales team.

Report contents reflect the planned program. Audience figures are series-level measurements for the event, not a guaranteed SPS valuation.

2027 O'REILLY SERIES CALENDAR

FULL SERIES SCHEDULE / 33 RACES

Every race on The CW

SPS: PART-TIME ENTRY · EVENTS SELECTED WITH PARTNERS

DATE	TRACK
Feb 20	Daytona
Feb 27	EchoPark (Atlanta)
Mar 6	COTA
Mar 13	Phoenix
Mar 20	Las Vegas
Apr 3	Darlington
Apr 10	Bristol
Apr 17	Martinsville
Apr 24	Talladega
May 1	Texas
May 15	Dover
May 22	North Wilkesboro
May 29	Charlotte
Jun 5	Nashville
Jun 12	Pocono
Jun 26	Chicagoland
Jul 3	Iowa
Jul 10	Sonoma
Jul 24	Indianapolis
Jul 31	Naval Base Coronado
Aug 13	Bristol
Aug 21	World Wide Technology
Aug 27	Daytona
Sep 4	Darlington
Sep 10	Richmond
Sep 18	Watkins Glen
Oct 2	Kansas
Oct 9	Las Vegas
Oct 16	Charlotte
Oct 23	Phoenix
Oct 30	Talladega
Nov 6	Martinsville
Nov 13	Homestead-Miami

NASCAR, August 26, 2026. Dates subject to change. This is the series calendar; SPS events are selected with partners and announced with each agreement.

2027 ARCA MENARDS SERIES CALENDAR

FULL NATIONAL SERIES SCHEDULE / 20 RACES · 19 TRACKS

Every race live on FOX, FS1 or FS2

SPS: FULL SEASON · ALL 20 RACES

DATE	TRACK
Feb 20	Daytona International Speedway
Mar 12	Phoenix Raceway
Apr 24	Talladega Superspeedway
May 8	Kansas Speedway
May 15	Toledo Speedway
Jun 5	Berlin Raceway
Jun 12	Elko Speedway
Jun 18	Michigan International Speedway
Jun 25	Chicagoland Speedway
Jul 2	Iowa Speedway

DATE	TRACK
Jul 10	Lime Rock Park
Jul 23	Lucas Oil Indianapolis Raceway Park
Aug 8	Illinois State Fairgrounds
Aug 12	Bristol Motor Speedway
Aug 20	World Wide Technology Raceway
Aug 27	Madison International Speedway
Sep 5	DuQuoin State Fairgrounds
Sep 17	Watkins Glen International
Sep 25	Salem Speedway
Oct 1	Kansas Speedway

SPS plans to contest the full 2027 ARCA Menards Series schedule.

ARCA, October 13, 2026. Dates tentative. FOX Sports agreement runs through at least 2028; event networks and start times are pending.

2027 PARTNERSHIPS

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