



# 2026 SERIES MARKETING OVERVIEW



# RIDE SHOTGUN IN 2026 *AND LIVE THE EXCITEMENT!*

Established in 2014, the Monaco Modified Tri-Track Series has grown over the past decade to now squarely position itself as the **highest competitor AND spectator attended asphalt modified touring series on the East Coast.**

The 2026 schedule is highlighted by headlining appearances at iconic events, contested at marquee short tracks, targeting southern New England's premier markets.

The Monaco Modified Tri-Track Series delivers packed grandstands, stacked fields, and the **highest average car count of any asphalt modified touring series on the East Coast** (surpassing NASCAR's Whelen Modified Tour, ROC, MRS, and SMART).



# THE MONACO MODIFIED TRI-TRACK SERIES IS A...

**COST**  
EFFECTIVE

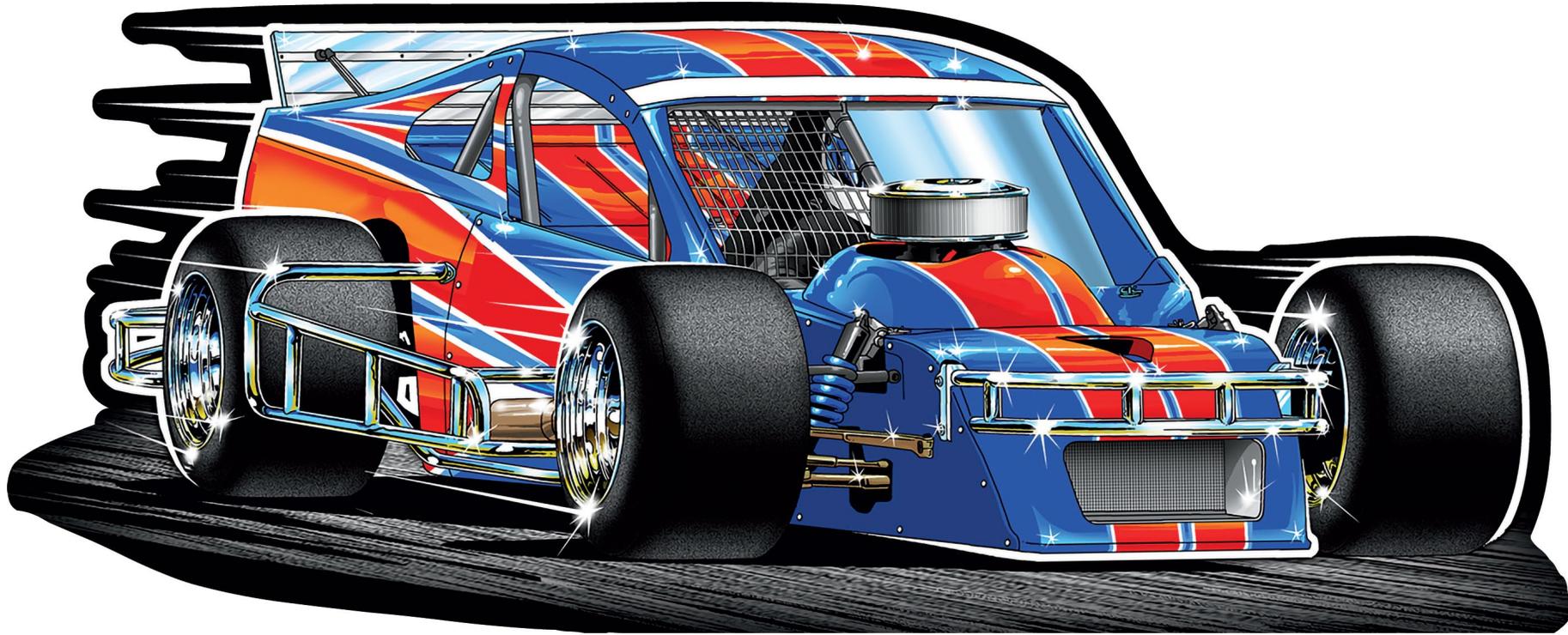
**ENTERTAINMENT**  
DRIVEN

**MARKETING TOOL**



# MONACO MODIFIEDS BY THE NUMBERS

*THESE 600 HORSEPOWER 'GROUND-POUNDERS' ARE MOVING BILLBOARDS OFFERING THE MAXIMUM EXPOSURE IN NORTHEAST MOTORSPORTS ARENAS*



2,650  
LBS



600+  
HP



150+  
MPH



22 GAL.  
112 OCTANE



15" HOOSIER  
SLICKS

# 2026 MMTTS SCHEDULE

*NINE MARQUEE EVENTS AT FIVE PREMIER NORTHEAST FACILITIES*

DATE	FACILITY	LOCATION	DISTANCE
Saturday, Apr. 11	<a href="#">Thompson Speedway Motorsports Park</a>	Thompson, CT	75 Laps
Saturday, May 23	<a href="#">New London-Waterford Speedbowl</a>	Waterford, CT	100 Laps
Wednesday, June 24	<a href="#">Thompson Speedway Motorsports Park</a>	Thompson, CT	75 Laps
Wednesday., July 15	<a href="#">Stafford Motor Speedway</a>	Stafford, CT	80 Laps
Saturday, August 8	<a href="#">Star Speedway</a>	Epping, NH	100 Laps
Saturday, August 15	<a href="#">Seekonk Speedway</a>	Seekonk, MA	125 Laps
Saturday, September 5	<a href="#">New London-Waterford Speedbowl</a>	Waterford, CT	100 Laps
Saturday, Sept. 26	<a href="#">Stafford Motor Speedway</a>	Stafford, CT	80 Laps
Saturday, Oct. 24	<a href="#">Seekonk Speedway</a>	Seekonk, MA	125 Laps

# 2026 TRACK PARTNERS



# 2025 MARKETING PARTNERS

WHERE PREMIUM BRANDS COME TO COMPETE – JOIN US!



# AT-TRACK FAN EXPERIENCE

CONNECT WITH THE MOST PASSIONATE FANS IN ALL OF SPORTS, 3 OUT OF 4 OF WHICH LINK SPENDING HABITS TO THE SPORT



**100+  
Racing Hours**



**Midway  
Displays**



**Paddock**  
*Behind the scenes access  
to teams & race prep*



**Mascot**  
*Meet-and-Greet  
Opportunities*



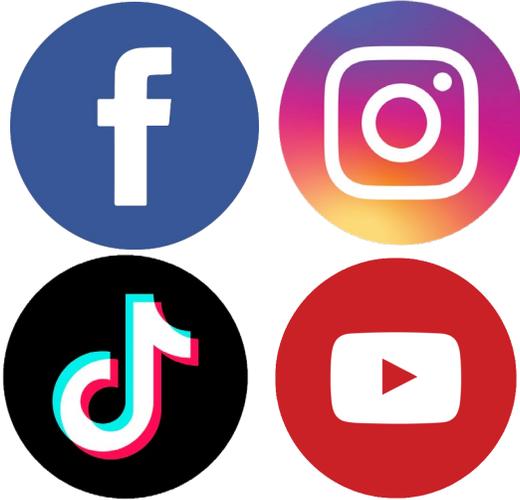
**Hospitality  
Experiences**



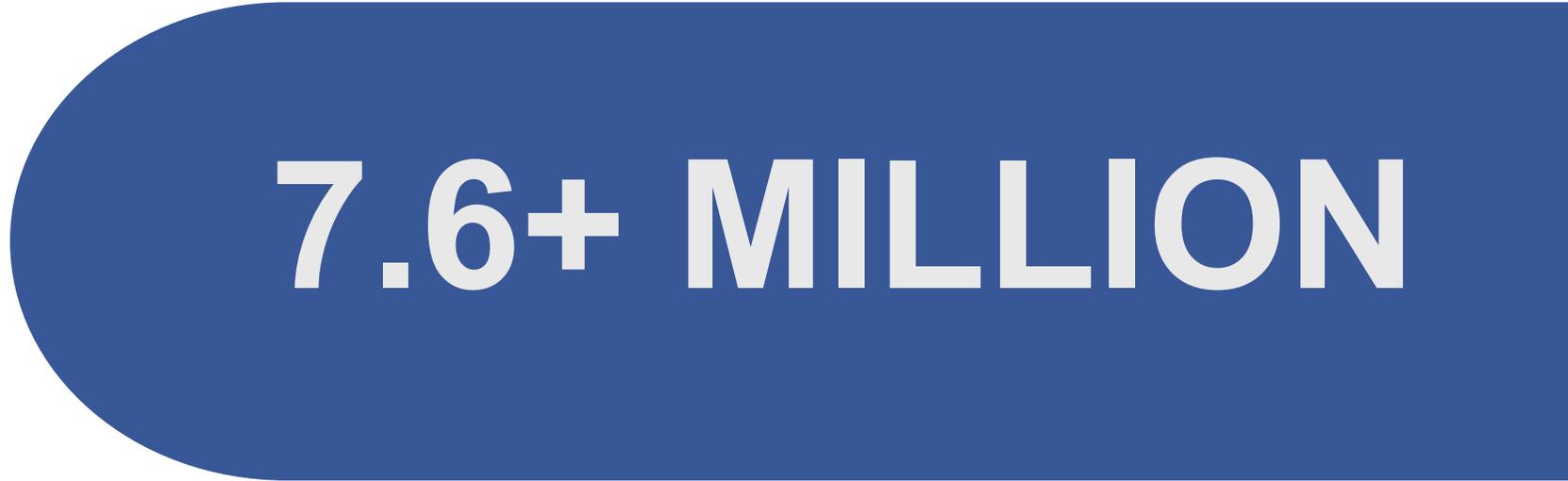
**Driver Autograph  
Sessions**

# KEY MMTTS GROWTH METRICS (2025)

*INCREASING FAN ENGAGEMENT THROUGH DIGITAL INTERACTION WHILE SHOWCASING YOUR BRAND TO A UNIQUE AUDIENCE*



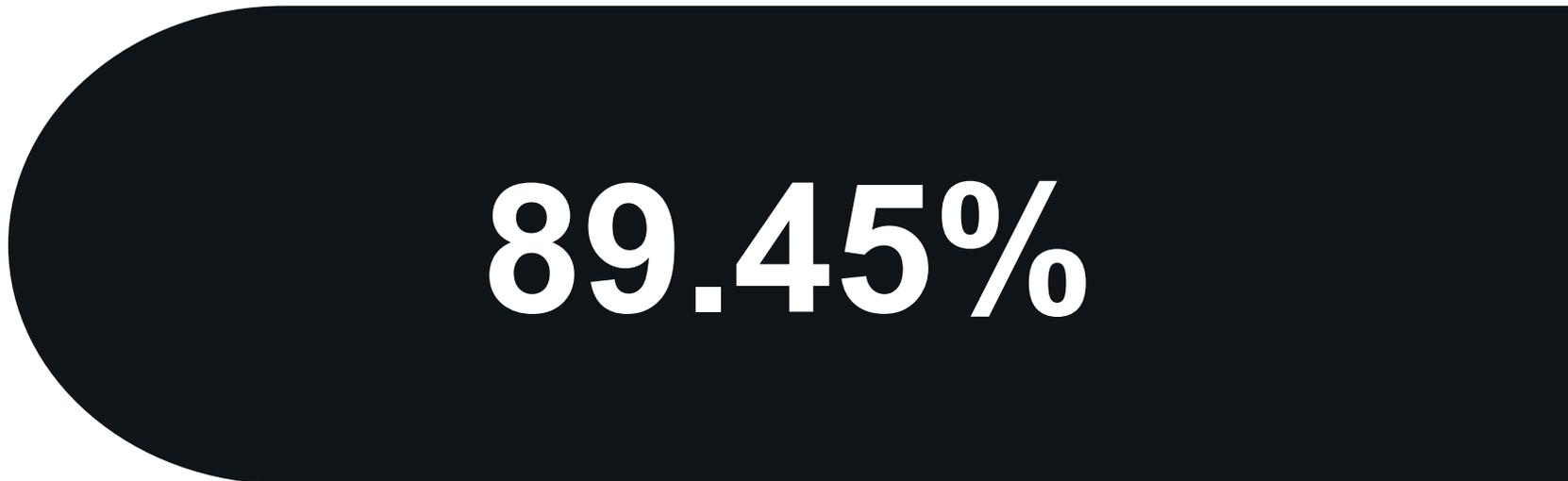
**VIEWS**



**7.6+ MILLION**



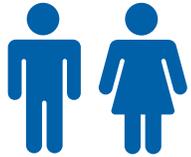
**WEBSITE ENGAGEMENT**



**89.45%**

# DEMOGRAPHICS

**73% OF RACE FANS CONSIDER THEMSELVES HARDCORE FANS AND ARE 3X LIKELY TO PURCHASE SPONSORED PRODUCTS & SERVICES**



67% MALE  
33% FEMALE



10% 18-24  
17% 25-34  
20% 34-44  
22% 45-54  
16% 55-64  
15% 65+



21% <\$30k  
25% \$30-50k  
19% \$50-75k  
15% \$75-100k  
20% \$100k+



# SPONSORSHIP OPPORTUNITIES & ASSET INVENTORY

## TOPS-IN-THE-INDUSTRY EXPOSURE

### SOCIAL MEDIA & ONLINE VIDEOS

Extensive reach through all social media platforms, including Facebook, Instagram, TikTok, and YouTube.



### WEBSITE & ONLINE PRESENCE

The MMTTS has an extensive online presence, their informative website offers interactive fan engagement.



### LIVE STREAMING

Not only are you reaching the fans in the stands, but an entire online audience following along live.



### AT TRACK

Moving billboards, fan engagement, PA announcements, event programs, hospitality, signage, branding.



## SPONSORSHIPS

Series/Full Season

Single/Multiple Event(s)

**Reality Show**

**Point Fund**

Streaming Coverage – Single/Multiple

Qualifying Races

Caution Periods

Lucky Dog

Contingency Programs

Drone Coverage

Restart Zone

Proprietary Text Messaging System

**Fantasy Racing League**

**Kid's Club**

## AWARDS

Rookie of the Race

Hard Charger

Move of the Race

Crew Chief of the Race

Halfway Leader

Most Laps Led

Fastest Lap of the Race

FOR MORE INFORMATION,  
PLEASE CONTACT:  
Monaco Modified Tri-Track Series  
[info@MonacoModifieds.com](mailto:info@MonacoModifieds.com)  
[MonacoModifieds.com](http://MonacoModifieds.com)  
Phone: 860 559 9124

