



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

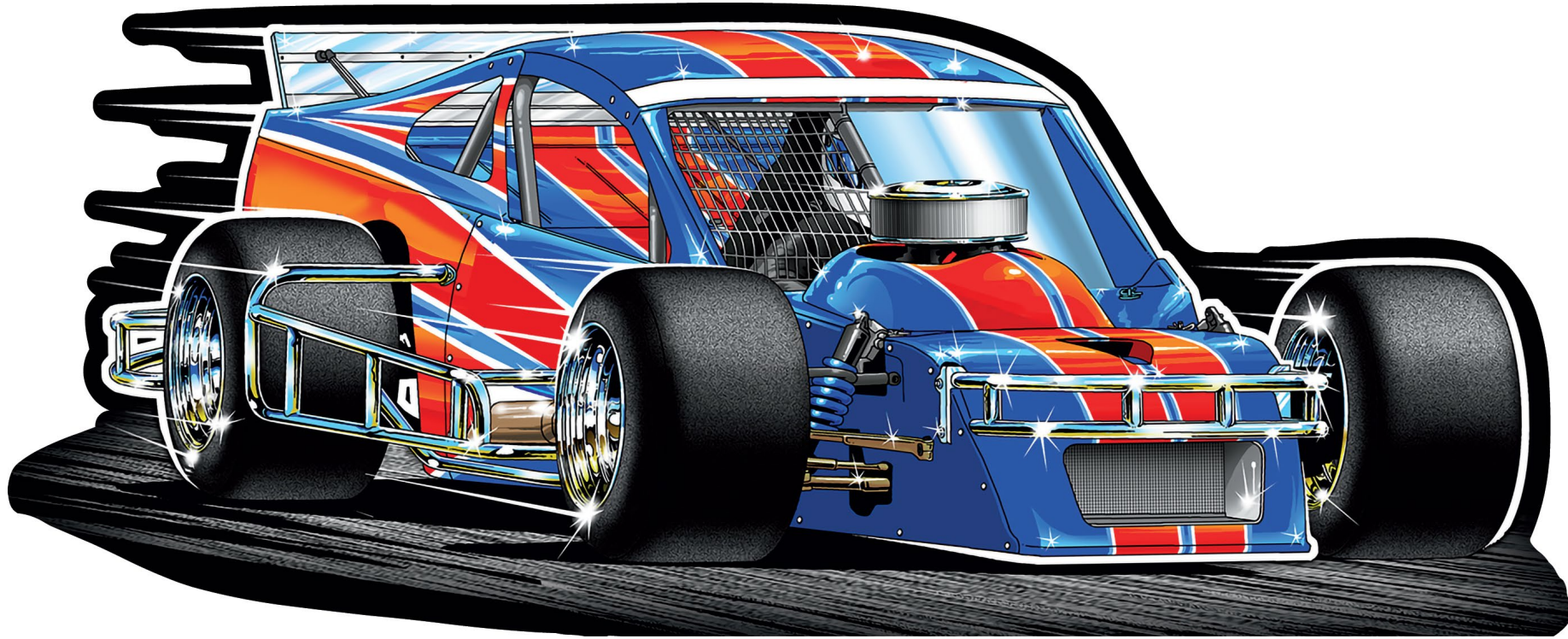
ENTERTAINMENT
DRIVEN

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	Thompson Speedway Motorsports Park	Thompson, CT	75 Laps
Saturday, May 23	New London-Waterford Speedbowl	Waterford, CT	100 Laps
Wednesday, June 24	Thompson Speedway Motorsports Park	Thompson, CT	75 Laps
Wednesday., July 15	Stafford Motor Speedway	Stafford, CT	80 Laps
Saturday, August 8	Star Speedway	Epping, NH	100 Laps
Saturday, August 15	Seekonk Speedway	Seekonk, MA	125 Laps
Sunday, September 6	New London-Waterford Speedbowl	Waterford, CT	100 Laps
Saturday, Sept. 26	Stafford Motor Speedway	Stafford, CT	80 Laps
Saturday, Oct. 24	Seekonk Speedway	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



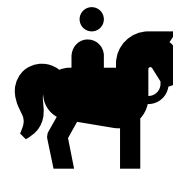
**100+
Racing Hours**



**Midway
Displays**



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



Mascot
*Meet-and-Greet
Opportunities*



**Hospitality
Experiences**



**Driver Autograph
Sessions**

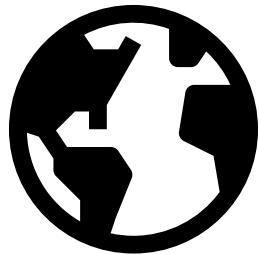
KEY MMTTS GROWTH METRICS (2025)

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



VIEWS

7.6+ MILLION

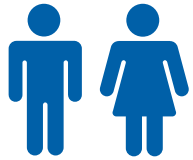


WEBSITE ENGAGEMENT

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,
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