

A NEW GENERATION OF MOTORSPORT STAR IS HERE

SPENCER HYDE RACING MARKETING OPPORTUNITIES

25-26 NHRA FUNNY CAR x PRO MOD



INTRODUCTION

MEET SPENCER HYDE

33-year-old Canadian businessman Spencer Hyde has quickly become one of drag racing's most dynamic and versatile competitors. Coming from a multi-generation racing family, he began competing in 2006 and advanced through Junior, Top Dragster, Top Sportsman, and Outlaw 10.5 before making his mark in Pro Modified — winning the inaugural FuelTech Pro Mod Drag Racing Series championship in 2021, the 2023 Drag Illustrated World Series of Pro Mod, and a 2024 PDRA Pro Boost 660 Man.

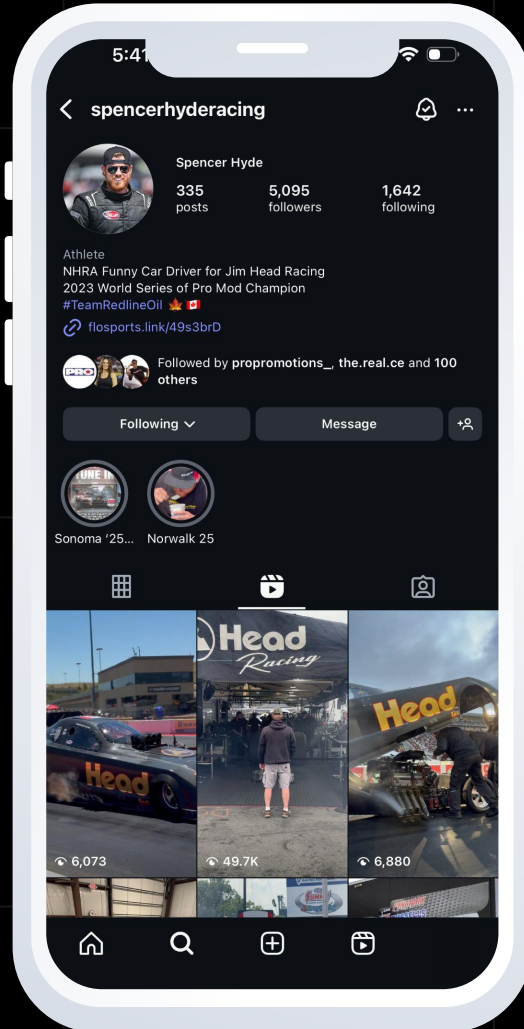
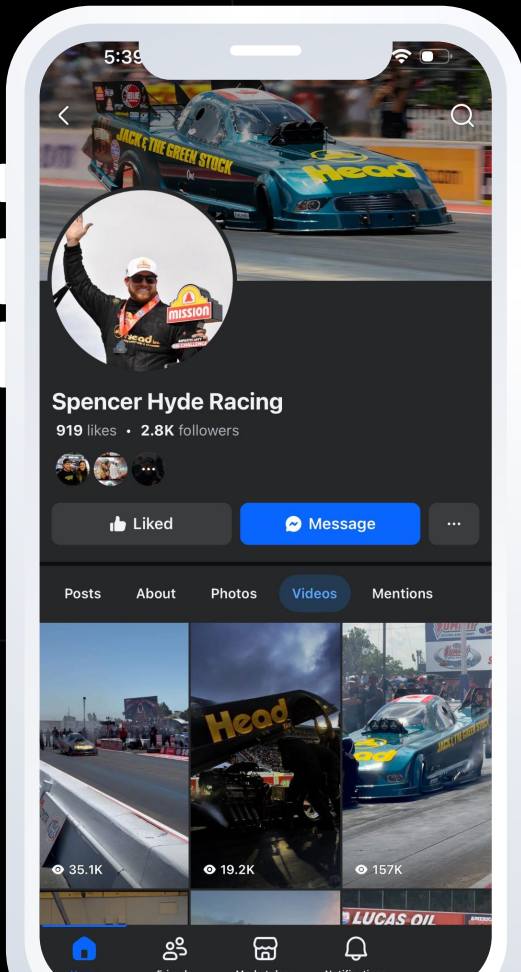
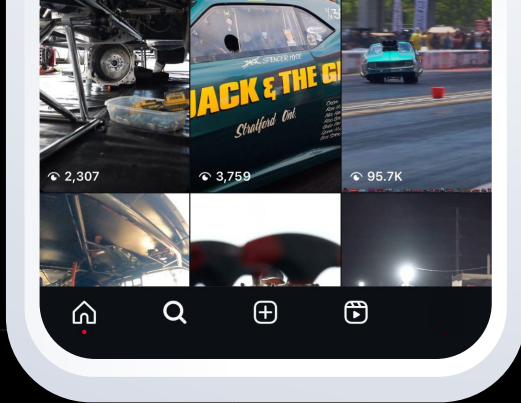
In 2025, Hyde stepped into Nitro racing as the full-time Funny Car driver for Jim Head Racing — and immediately delivered standout results. His rookie season has already included a Mission Foods #2Fast2Tasty Challenge win and runner-up finishes at Epping and Sonoma.

With valuable seat time in Top Fuel and now early success in Funny Car, Hyde's adaptability and relentless pursuit of excellence have solidified him as a rising star in drag racing's premier classes — and a marketable partner ready to elevate both the sport and his sponsors on a global stage.



2025

FUNNY CAR x PRO MOD



SOCIAL MEDIA FOLLOWING

@SPENCERHYDERACING

[FACEBOOK](#)

Increased reach MoM of 222%.

[INSTAGRAM](#)

140K+ views in 30 days with 66% being non-followers.

[JIM HEAD RACING - FACEBOOK](#)

9.2K followers, 8.4K likes.



Head *Racing*

NITRO BURNING NITRO FUNNY CAR



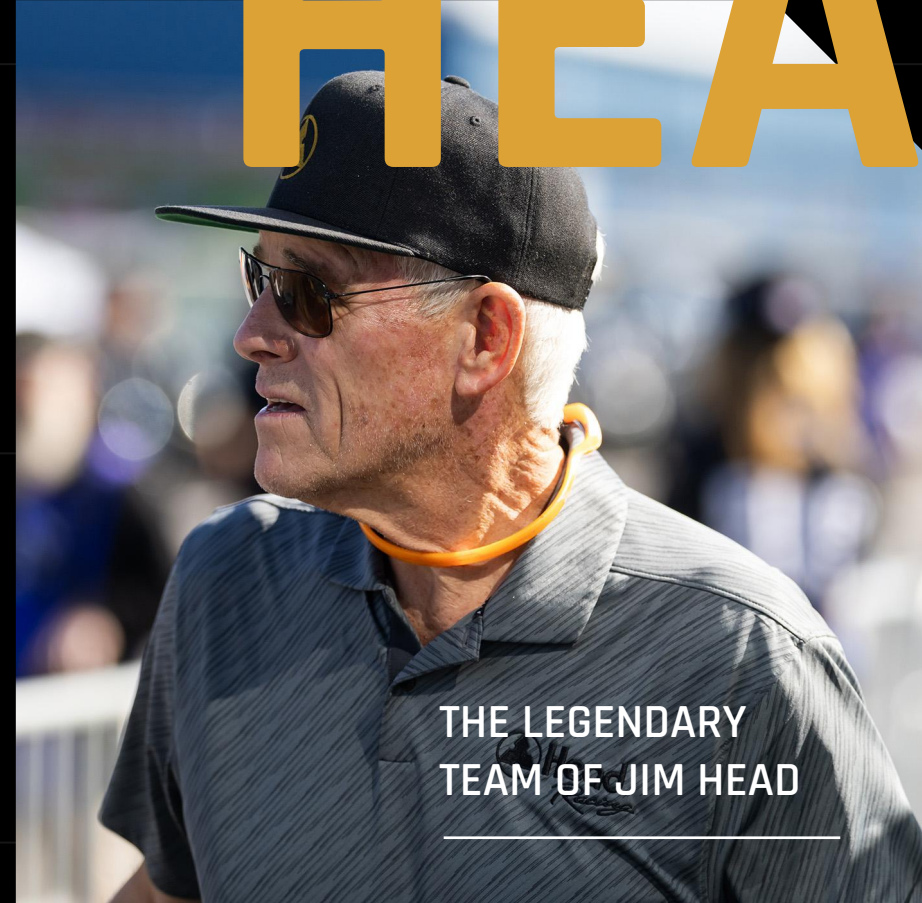
INTRODUCTION

MEET HEAD RACING

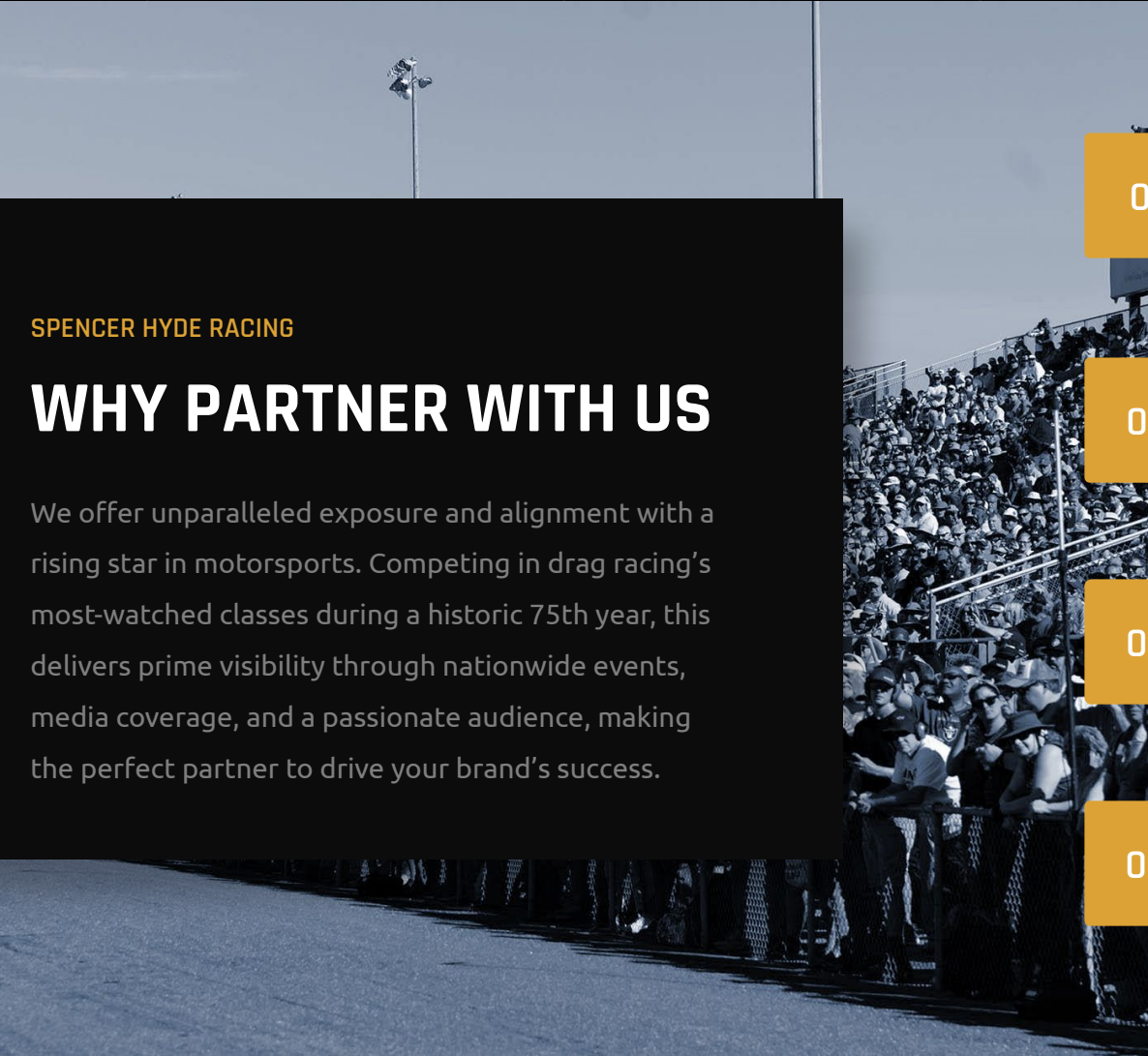
Jim Head Racing has been a cornerstone of NHRA competition, known for its ingenuity, dedication to performance, and commitment to excellence. Founded by veteran racer and team owner Jim Head, the team has competed across multiple NHRA categories, earning a reputation for pushing the boundaries of technology and strategy in drag racing. With a focus on Funny Car, Jim Head Racing continues to deliver competitive performances on the track while cultivating the next generation of racing talent.

- ✓ VICTORIES IN THE LAST TWO SEASONS OF COMPETITION
- ✓ LOW ET OF 3.833, TOP SPEED OF 336.40 MPH

HEAD



THE LEGENDARY
TEAM OF JIM HEAD



SPENCER HYDE RACING

WHY PARTNER WITH US

We offer unparalleled exposure and alignment with a rising star in motorsports. Competing in drag racing's most-watched classes during a historic 75th year, this delivers prime visibility through nationwide events, media coverage, and a passionate audience, making the perfect partner to drive your brand's success.

01

PREMIER CLASS, PREMIER COVERAGE

Nitro Funny Car is one of NHRA's top classes, benefiting from year-round coverage and prime brand visibility.

02

COMPETITIVE DRIVER AND TEAM

A winning driver and team create a formula for 2026 success, aligning your brand with victory.

03

YEAR-LONG, NATIONWIDE SCHEDULE

A full season nationwide puts your brand in front of millions of new consumers across all corners of the US.

04

OPPORTUNITIES FOR NATIVE CONTENT

We can provide high-end brand-specific placement opportunities directly positioning your company to our fanbase in an authentic way.

JOIN US

PARTNER MARKETING OPPORTUNITIES

NHRA

MARKETING

PRO MOD

ACTIVATIONS

01

EVENT HOSPITALITY // ONE

Come into our world, and bring the VIPs with you - the high-octane world of drag racing is unlike any other. From the pits to Nitro Alley to the grandstands, every touchpoint is an unforgettable experience.



MEDIA

02

SOCIAL MEDIA // TWO

As a partner, you are integrated into our social media coverage through all ways that are meaningful and drive KPIs for your business. We can send engagement reports as you need.



CONTENT

03

BRANDED CONTENT // THREE

We work with a professional content creation team and have years of expertise in social and branded content, so we can make your brand feel right at home with custom content.



LOGOS

04

BRAND INTEGRATION // FOUR

Not only will you be placed on our Nitro Funny Car and our Pro Mod, we also can integrate your business logo onto our haulers, safety equipment/fire suits and our merchandise for maximum visibility.



PRESS

05

PR SUPPORT // FIVE

Our professional Public Relations team will support your partnership through releases and media placement, getting your brand out via earned media.



MEANINGFUL GROWTH AND ENGAGEMENT

DRIVE YOUR BRAND TO NEW HEIGHTS

There's never been a better time to invest in motorsports marketing. With a loyal fanbase, unparalleled live event excitement, and growing digital reach, motorsports offers a unique platform to connect with consumers in authentic and dynamic ways. By aligning with Spencer Hyde Racing and Jim Head Racing in NHRA Nitro Funny Car, your brand can tap into the power of adrenaline-fueled competition, cutting-edge technology, and the passionate storytelling that drives fan engagement. Join a sport where brand visibility, customer loyalty, and ROI are always in the fast lane.

**FIRE DEPT.
COFFEE**

FUNNY CAR

FINALS ROUND 1



NCAA MIDWEST



TENN (30-8) FG (17.2%) Lanier: 17 pts, 2-12 3-pt FG, 7 rebs Zeigler: 5 pts, 1-9 FG, 5 ast

FS2

PARTNERSHIP CONTENT/SOCIAL PROOF EXAMPLE



WHY PARTNER WITH US

NATIONWIDE MARKET REACH

UNMATCHED ACCESS

31 of 50 DMAs

Our year-long calendar offers unparalleled nationwide access, putting you in front of new audiences across the country - including unique NHRA markets, Seattle and Minneapolis.





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NHRA BY THE NUMBERS

**THE NHRA IS THE WORLD'S LARGEST
MOTORSPORTS SANCTIONING BODY,
PROVIDING HEART-POUNDBING ACTION
AND ENGAGING COMPETITION TO A
FAN BASE OF 28.7 MILLION ACROSS
THE U.S.A.**

BOUNDLESS OPPORTUNITY TO POSITION YOUR BRAND
IN FRONT OF MILLIONS OF CONSUMERS



01

550 HOURS OF NHRA ON FOX

NHRA's FOX agreement sees 8 events on FBC, 13 on FS1, and prime NFL-adjacent slot timing.

02

26M+ TOTAL VIEWERS

Over 816 hours of television programming on the most legendary sports channels.

03

70K AVG EVENT ATTENDANCE

Events all across the country see sell-out crowds with three days of activations and racing.

04

3M+ FOLLOWERS ON SOCIAL

NHRA social media accounts are active, on-trend, and receive millions of impressions each race.

NHRA BY THE NUMBERS

THE NHRA IS AN IDEAL MARKETING PLATFORM TO REACH KEY
DEMOGRAPHICS WITH A SIZABLE AMOUNT OF FANS HAVING
STRONG TECHNICAL / VOCATIONAL SKILLS.

DEMOGRAPHIC	US POPULATION	NHRA FAN	INDEX
MALE	48.7%	67.8%	139
MALE 25-54	25.5%	31.7%	124
EMPLOYED FULL-TIME	43.4%	44.1%	102
BLUE COLLAR OCCUPATION	19.1%	24.9%	130
TECH/VOCATIONAL SCHOOL	28.5%	36.5%	128

NHRA BY THE NUMBERS

NHRA DELIVERS A BETTER MOTORSPORTS MARKETING PLATFORM
THAN NASCAR TO REACH A YOUNGER, MORE DIVERSE AUDIENCE
THAT IS ALSO MORE LIKELY TO HAVE A BLUE-COLLAR OCCUPATION

DEMOGRAPHIC	NASCAR FAN	NHRA FAN	INDEX
MALE	61.6%	67.8%	110
MALE 18-34	12.5%	13%	104
AFRICAN-AMERICAN	9.9%	12.5%	126
ASIAN OR OTHER	8.0%	9.2%	115
TECH/VOCATIONAL SCHOOL	21.9%	24.9%	114



NHRA BY THE NUMBERS

NHRA FANS BEYOND

NHRA fans are known to drive further, do more outside, and own more vehicles than fans of all other major sports properties (NASCAR, INDYCAR, NFL, College Football/Basketball, MLB, NBA, PGA, and more).

OWN THREE OR MORE VEHICLES

42.9%

DRIVE HIGHER MILEAGE

156 miles avg.

GONE HUNTING, CAMPING, OR FISHING

43%

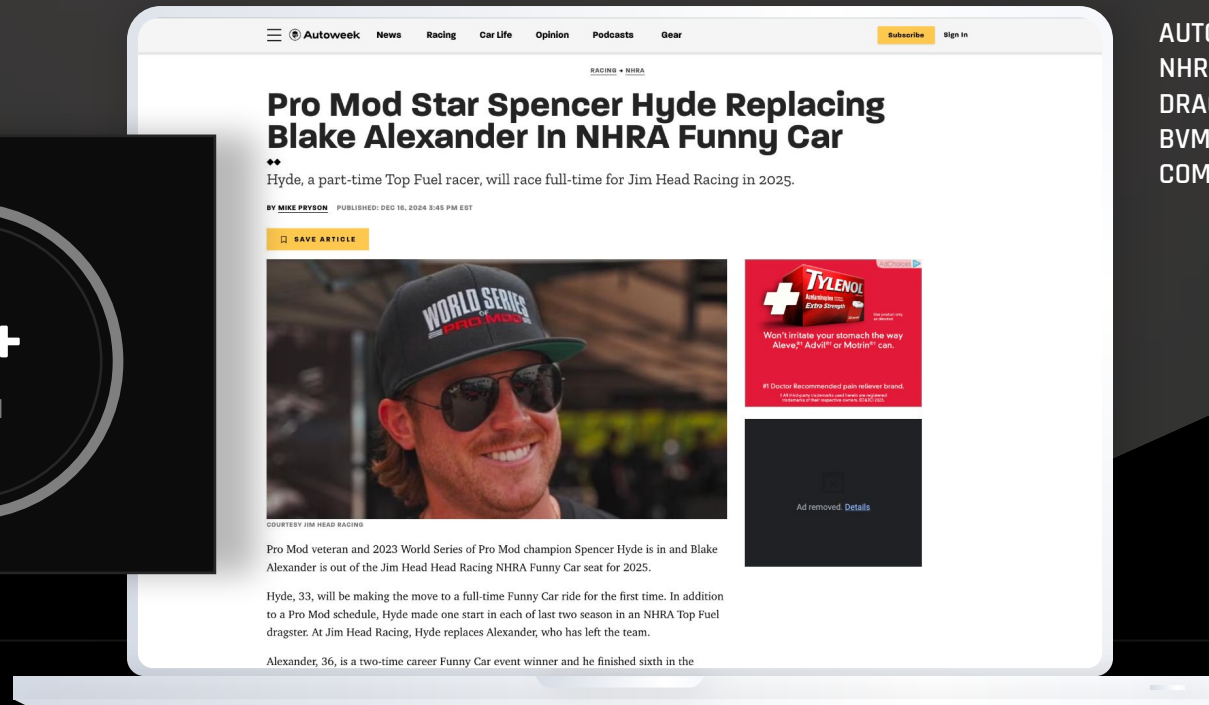
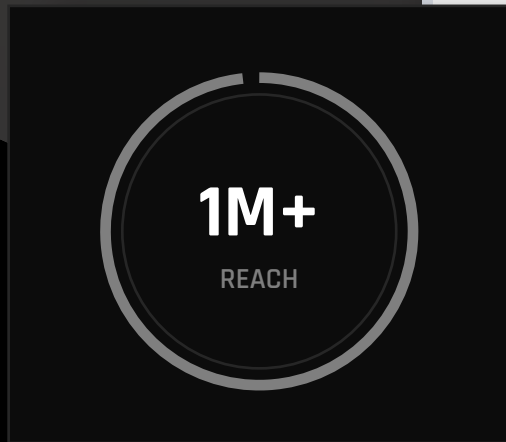


MASSIVE FIRE FOR SPENCER HYDE

ELITE

JIM HEAD RACING ANNOUNCEMENT

THE NEWS THAT BROKE THE INTERNET



AUTOWEEK
NHRA
DRAG ILLUSTRATED
BVM SPORTS
COMPETITION PLUS

EARNED MEDIA

SCHEDULE

2026 NHRA MISSION FOODS DRAG RACING SERIES



March 5-8	NHRA Gatornationals	Gainesville Raceway	July 17-19	DENSO NHRA Sonoma Nationals NHRA Northwest Nationals	Sonoma Raceway
March 20-22	NHRA Arizona Nationals	Firebird Motorsports Park	July 24-26	NHRA Northwest Nationals	Pacific Raceways
April 9-12	Lucas Oil NHRA Winternationals	In-N-Out Burger Pomona Dragstrip	August 20-23	Lucas Oil NHRA Nationals	Brainerd International Raceway
April 24-26	NHRA Four-Wide Nationals	The Strip at Las Vegas Motor Speedway	September 2-7	Cornwell Quality Tools NHRA U.S. Nationals	Lucas Oil Indianapolis Raceway Park
May 1-3	NHRA Southern Nationals	South Georgia Motorsports Park	September 17-20	NHRA Reading Nationals	Maple Grove Raceway
May 14-17	Gerber Collision and Glass Route 66 NHRA Nationals	Route 66 Raceway	September 25-27	TBD	TBD
May 29 - 31	NHRA Potomac Nationals	Maryland International Raceway	Oct. 2-4	NHRA Midwest Nationals	World Wide Technology Raceway
June 5-7	NHRA New England Nationals	New England Dragway	October 14-18	Texas NHRA Fall Nationals	Texas Motorplex
June 12-14	NHRA Thunder Valley Nationals	Bristol Dragway	October 29 - Nov 1	NHRA Nevada Nationals	The Strip at Las Vegas Motor Speedway
June 25-28	Summit Racing Equipment NHRA Nationals	Summit Racing Equipment Motorsports Park	November 12-15	In-N-Out Burger NHRA Finals	In-N-Out Burger Pomona Dragstrip



JACK & THE GREEN ST

Spencer Hyde

Spencer Hyde Debuts New Look



HIGHLIGHT REEL

THE BIG MOMENTS ▶



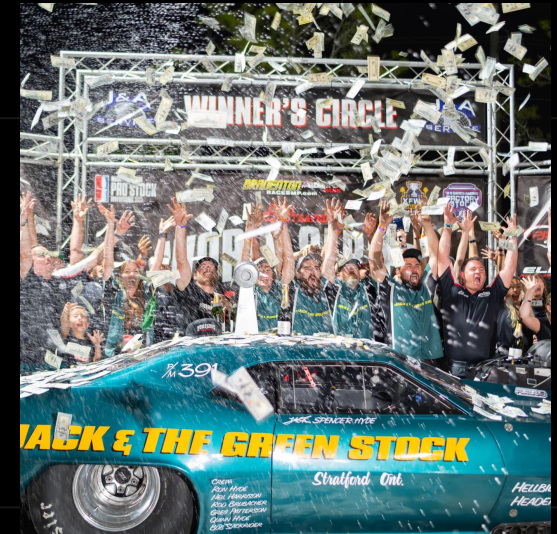
TOP FUEL // 01

Hyde is a **2x national event** qualifier, reaching a **career-best ET of 3.77** at **324 mph**.



PDRA PRO BOOST // 02

Hyde is an **event winner** in the toughest and **most competitive Pro Mod field in the country**, the PDRA Series Pro Boost class.



WORLD SERIES of PRO MOD // 03

Hyde took home the \$100k-to-win 2023 World Series of Pro Mod victory from last on the qualifying sheet through a **thrilling race day of holeshots**.

2025

FUNNY CAR x PRO MOD

PRO MOD BY THE NUMBERS

DRAG ILLUSTRATED WINTER SERIES

01

25.5 MILLION MINUTES

Fans watched over 25 million minutes of content from the '24-'25 Winter Series races.

02

1.5 MILLION FOLLOWERS

FloRacing social media accounts hold 1.5M+ followers with millions of views and impressions.



03

\$300K

The payout for the Drag Illustrated Winter Series attracts the fiercest competition and most attention.

04

185 INDEX

FloRacing viewers and subscribers index very high as automotive enthusiasts.



BRADENTON MOTORSPORTS PARK

CALENDAR

The Drag Illustrated Winter Series is the **highest caliber of doorslammer racing** on the planet, and fans are engaged at levels never seen before. As a previous winner of the World Series of Pro Mod, Spencer Hyde is a **main character in the cast, both in competition and in earned media.**

01

SNOWBIRD OUTLAW NATIONALS

DECEMBER 5-7, 2025

02

U.S. STREET NATIONALS

JANUARY 23-26, 2026

03

WORLD SERIES OF PRO MOD

February 26-28, 2026

2025

NHRA FUNNY CAR x PRO MOD



THANK
YOU



SPENCER HYDE x HEAD RACING