



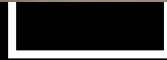
NASCAR

# SERIES AND FORMATS



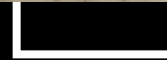
## CUP SERIES

The premier level of NASCAR, featuring the sport's top drivers and teams. Known for its intense competition and high-stakes races, the Cup Series has the largest fan base and the **most media coverage**, culminating in the prestigious NASCAR Championship.



## XFINITY SERIES

Considered the "proving ground" for emerging talent, the Xfinity Series is a step below the Cup but still highly competitive. It is where future stars hone their skills, attracting fans eager to watch up-and-coming drivers and thrilling races.



## TRUCK SERIES

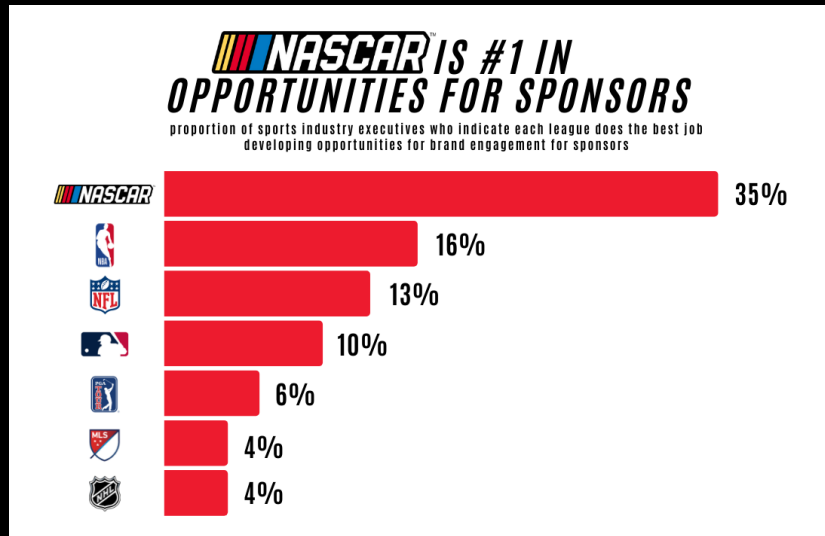
NASCAR's only pickup truck-based series, known for its rugged, action-packed races. The Truck Series offers a unique fan experience with more grassroots energy, attracting fans who love close-contact racing and a different style of competition.



# Why Sponsor a **NASCAR**

**ESTABLISHED HERITAGE** NASCAR is one of America's oldest and most beloved motorsports organizations, with over 70 years of high-octane history.

**RACE SERIES** With events in various series (Cup Series, Xfinity Series, Truck Series), NASCAR delivers non-stop action and entertainment year-round.



- Sponsoring a NASCAR car provides powerful exposure across multiple channels, placing your brand at the heart of one of the most loyal fan bases in sports.
- NASCAR fans are famously brand-loyal, with over **66%** actively supporting sponsors of their favorite teams.
- With a sponsorship package, your company's logo is front and center on the car, crew uniforms, and in the pit area—high-visibility spots that are showcased throughout race-day and on national broadcasts.

## **BEYOND RACE DAY EXPOSURE**

This exposure extends far beyond the track. NASCAR's strong social media presence and devoted following create millions of online impressions, engaging fans year-round through race highlights, team content, and live streams. With each race broadcast, your brand gains valuable screen time, connecting with millions of TV viewers, digital followers, and fans who consume video content online. NASCAR sponsorship isn't just advertising; it's an all-access pass to boost brand awareness, build credibility, and forge a powerful connection with a vast, engaged audience.



Iconic

# TRACKS

Top NASCAR tracks like Daytona and Talladega offer prime advertising opportunities due to their massive, loyal fanbase and high viewership. These tracks host iconic events with multi-day festivities, allowing brands extensive exposure and engagement with fans. From trackside signage to digital promotions, advertising at these tracks builds brand loyalty and reaches millions, making them valuable platforms for impactful marketing.

## ***Daytona International Speedway (Florida)***

Known as the birthplace of NASCAR, Daytona is home to the prestigious Daytona 500. The 2.5-mile tri-oval track, with steep 31-degree banking, offers high speeds and close pack racing, making it a fan favorite.

## ***Talladega Superspeedway (Alabama)***

The longest track in NASCAR at 2.66 miles, Talladega is famous for its high banks and thrilling, high-speed restrictor plate racing, leading to frequent "Big One" wrecks that shake up the race.

## ***Charlotte Motor Speedway (Charlotte, NC)***

Located near NASCAR's headquarters, this 1.5-mile track hosts the Coca-Cola 600, one of NASCAR's longest races. It's also known for its "Roval," a road course layout that combines traditional and infield road racing.

# NASCAR'S FANBASE

## AUDIENCE REACH

**ANNUAL TV VIEWERSHIP** 90 million viewers annually through national broadcasts on major networks like FOX, NBC, and FS1.

**RACE ATTENDANCE** Each season, NASCAR draws approximately 3 million attendees to races, offering an immersive experience and brand exposure on a massive scale.

**DIGITAL AND SOCIAL MEDIA PRESENCE** NASCAR has a thriving digital presence, with 10+ million social media followers across platforms, allowing sponsors to engage with fans year-round.

**ENGAGED FAN BASE** NASCAR fans are among the most brand-loyal in all sports, with over 80% of fans more likely to purchase products or services from NASCAR sponsors.

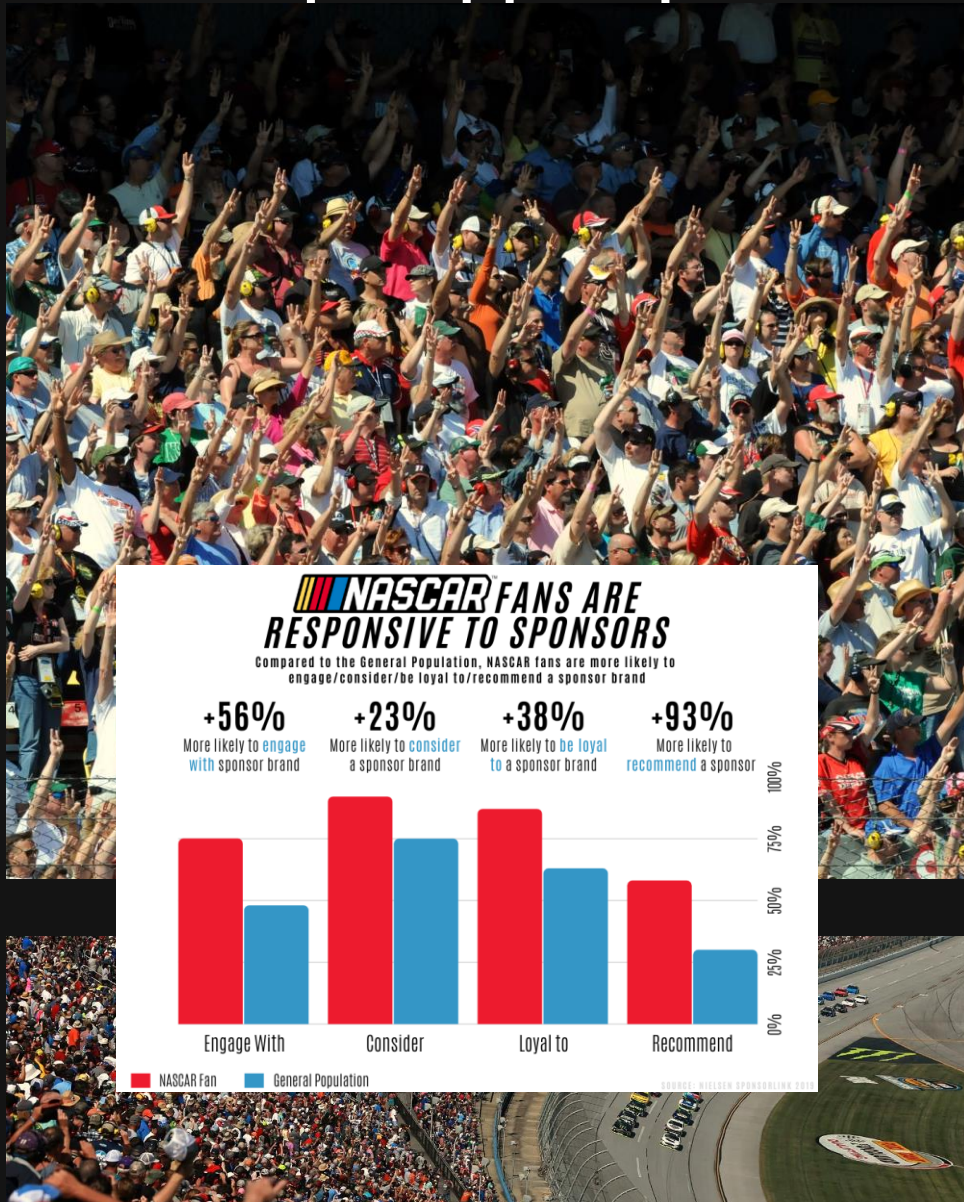
## FAN DEMOGRAPHICS

**DIVERSE AND DEVOTED** NASCAR has a diverse and devoted audience, with a balanced demographic split in terms of age, gender, and geography.

**MEDIAN AGE** Average fan age is around 42 years, indicating a mature, purchasing-capable audience.

**GEOGRAPHIC REACH** Fans span across rural, suburban, and urban areas in the U.S., with a growing international viewership.

**HOUSEHOLD INCOME** A significant portion of the NASCAR audience has a household income above \$50,000, representing a valuable consumer base for many brands.



NASCAR'S

# SPONSOR OVERVIEW

NASCAR driver and team sponsorships offer unmatched value, putting your brand in front of millions of dedicated fans and boosting visibility across races, social media, and broadcasts. With flexible pricing options, you can tailor sponsorship packages to maximize impact, aligning your brand with one of the most loyal fan bases in sports. Drive brand loyalty, reach new audiences, and enjoy premium exposure with NASCAR – a partnership that fuels results.

**PAYMENT PLANS AVAILABLE**



SCAN ME

**PATRICK EMERLING**  
**DAWSON GRAM**  
**BRENNAN POOLE**  
**PARKER RETZLAFF**

**RYAN TRUEX**  
**JEFFREY EARNHARDT**  
**TONI BREIDINGER**  
**CORY HEIM**

**TYLER REDDICK**  
**BUBBA WALLACE**

*Sponsor Options Starting at*

**\$5,000+**

**\$10,000+**

**\$50,000+**

NASCAR

# SPONSOR OPTIONS

Branding a race car is brought to life through team sponsorships—a unique opportunity that offers unparalleled fan-facing visibility. NASCAR fans are famously loyal, with **66% of dedicated fans more likely to take action after seeing a team's sponsor**. Our sponsorship model allows multiple brands to share the spotlight, with distinct placements for Primary and Associate Sponsors. Whether it's your logo on the hood or a high-visibility spot on the car's side, this partnership lets your brand engage directly with one of the most passionate and brand-loyal audiences in sports.



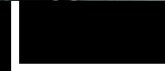
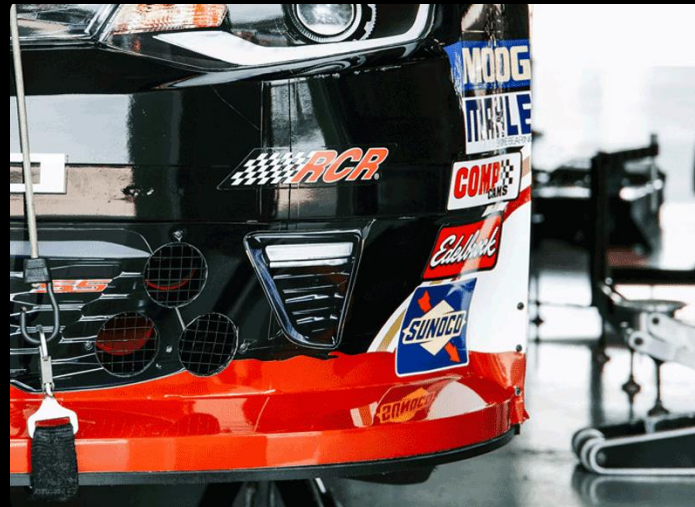
## PRIMARY SPONSORS

Placement on the most visible parts of the car

**HOOD & UPPER QUARTER PANELS**

**TV PANEL (LICENSE PLATE AREA)**

**ROOF AREA & DECK LID**



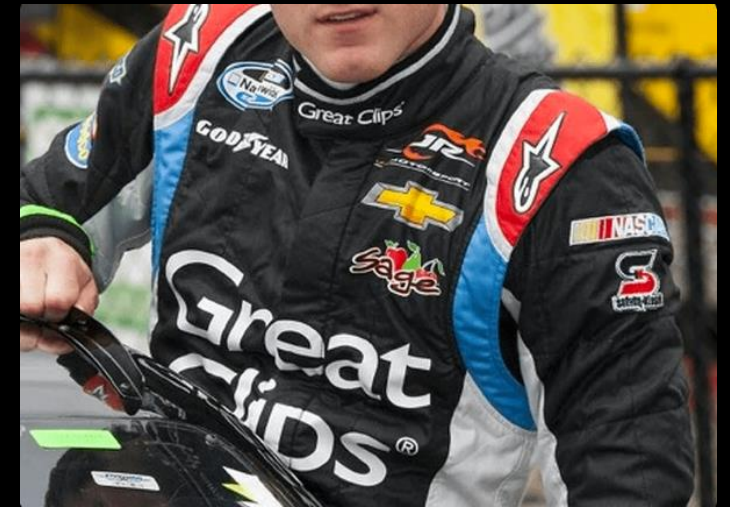
## ASSOCIATE SPONSORS

Placements are typically smaller

**LOWER HOOD & TRUNK (DECK) LID**

**LOWER REAR QUARTER PANEL (BEHIND REAR TIRES)**

**AREAS BETWEEN WINDOWS (B AND C POSTS)**



## OTHER TEAM ASSETS

Beyond the car, all assets are branded by team

**FIRE SUITS & DRIVER SUIT**

**TRACK EQUIPMENT, TRUCK & HAULER**

**SOCIAL MEDIA & PR ASSETS**



## NASCAR TEAMS & SPONSORSHIPS

# GREENLIGHT RACING

### SPONSORSHIP PACKAGES STARTING AT \$5,000

GreenLight Racing is a competitive NASCAR team that has become a respected name in the racing world. Led by former driver and team owner Bobby Dotter, the team competes in the NASCAR Xfinity Series, known for nurturing talented drivers and delivering solid performances on the track.

GreenLight Racing focuses on a dedicated, team-oriented approach, consistently striving to enhance performance and build strong partnerships. With a commitment to excellence and a growing fan base, GreenLight Racing is a staple in NASCAR, aiming to make a lasting impact in the sport.







NASCAR

# DAWSON CRAM

Dawson Cram is an emerging talent in NASCAR, known for his dedication, skill, and determination on the track. Competing in the NASCAR Truck Series, Dawson has shown impressive potential, capturing attention with his fearless approach and steady progress in the sport. With a passion for racing and a commitment to excellence, Dawson represents the next generation of NASCAR drivers, making him an exciting partner for brands aiming to connect with a younger, enthusiastic fan base. His drive and ambition make him a standout choice for sponsors looking to grow with a rising star in the racing world.





NASCAR

# ***PATRICK EMERLING***

Patrick Emerling is an accomplished American race car driver, known for his skill and versatility across multiple racing series. Competing primarily in the NASCAR Xfinity Series, he's made a name for himself with strong performances and impressive adaptability on both oval and road courses.

Patrick is also a standout in modified racing, where he has earned **numerous wins and top finishes**. With a focus on precision and consistency, he continues to climb the ranks, showcasing a dedication to excellence and a passion for the sport that resonates with fans and teams alike.



## NASCAR TEAMS & SPONSORSHIPS

# **SAM HUNT RACING**

## **SPONSORSHIP PACKAGES STARTING AT \$15,000**

Sam Hunt Racing competes full-time in the NASCAR Xfinity Series, creating a value-packed platform for NASCAR's future stars.

What started as an "all-in" single-race team in 2019 has turned into a competitive, full-time independent NASCAR Xfinity Series Team. Spearheaded by former racecar driver Sam Hunt, the young team is one of the fiercest organizations on and off the track. In 2024, Sam Hunt Racing is competing with a rotation of drivers including young rookies to motorsport veterans.



NASCAR

# RYAN TRUEUX

Ryan Truex, part of the renowned Truex racing family, has quickly made a name for himself in the NASCAR scene with his skill, resilience, and dedication. Known for his smooth driving style and competitive edge, Ryan has proven himself across NASCAR's Xfinity and Truck Series, capturing fans' attention with standout performances and an unwavering commitment to excellence.

**As the younger brother of NASCAR Cup Champion Martin Truex Jr.**, Ryan brings a unique blend of talent and family legacy to every race, continuing to forge his own path and leaving a lasting impression on the sport.





NASCAR

# CORY HEIM

Cory Heim is a rising star in NASCAR, known for his exceptional talent, focus, and determination on the track. Competing in the NASCAR Craftsman Truck Series, Cory has quickly earned recognition for his consistency and ability to perform under pressure.

**With multiple wins and strong finishes, he's solidified his place as one of the sport's most promising young drivers.**

Cory's dedication and growing fan base make him an ideal partner for brands looking to align with the next generation of NASCAR success.





NASCAR

# JEFFREY EARNHARDT

Jeffrey Earnhardt is a NASCAR driver **carrying on the legacy of one of the sport's most iconic families.** Known for his tenacity and dedication on the track, Jeffrey has competed across NASCAR's top series, bringing both skill and heart to every race.

With a strong work ethic and deep connection to NASCAR fans, he combines the Earnhardt name's heritage with his own drive for success. A marketable and respected figure in racing, Jeffrey Earnhardt represents an ideal partner for brands looking to connect with NASCAR's passionate audience.



## NASCAR TEAMS & SPONSORSHIPS

# ALPHA PRIME RACING

Alpha Prime Racing is a rising NASCAR team that brings a fresh, competitive edge to the NASCAR Xfinity Series. Known for their bold approach and commitment to excellence, Alpha Prime Racing is dedicated to building a strong presence on the track and connecting with NASCAR's passionate fan base.

Co-owned by NASCAR veteran Tommy Joe Martins, the team focuses on developing talent, delivering consistent performance, and pushing the boundaries in a fiercely competitive environment. Alpha Prime Racing offers sponsors a unique opportunity to partner with a dynamic team on the rise, reaching fans who value speed, resilience, and a drive to succeed.



**RACING**



NASCAR

# BRENNAN POOLE

Brennan Poole is a seasoned NASCAR driver known for his resilience, talent, and strong work ethic. Competing across the NASCAR Xfinity and Truck Series, Brennan has built a reputation for **consistently delivering solid performances and connecting with fans through his authentic personality**. His experience on the track and dedication to growth make him a valuable partner for brands looking to reach NASCAR's passionate audience.

With his charisma and commitment, Brennan Poole is a standout figure who brings both skill and relatability, making him an ideal choice for impactful sponsorships.







NASCAR

# PARKER RETZLAFF

Parker Retzlaff is an up-and-coming talent in NASCAR, known for his impressive skills, focus, and determination to make his mark in the racing world. Competing in the NASCAR Xfinity Series, **Parker has quickly captured attention with his strong performances and fearless approach on the track.**

As a young driver with a bright future, he brings a fresh energy that appeals to the next generation of NASCAR fans. Parker's dedication and ambition make him an ideal partner for brands looking to align with a promising driver who is set to become a fan favorite in the years to come.



## NASCAR TEAMS & SPONSORSHIPS

# 23XI RACING

23XI Racing is a competitive NASCAR team co-owned by NBA legend Michael Jordan and NASCAR driver Denny Hamlin. Founded in 2020, the team quickly made waves in the sport, bringing a fresh perspective and a focus on diversity and inclusion to NASCAR.

With star drivers like Bubba Wallace and Tyler Reddick, 23XI Racing has shown strong performances and steady growth on the track. Known for its high-profile ownership, innovative approach, and commitment to excellence, 23XI Racing continues to be a dynamic force, aiming to make a lasting impact in NASCAR's competitive landscape.





NASCAR

# TYLER REDDICK

Tyler Reddick is a dynamic NASCAR driver known for his skill, speed, and fearless racing style. **With multiple championships in the NASCAR Xfinity Series**, Tyler has proven himself as a top competitor, consistently delivering strong performances on a wide range of tracks.

Now driving for 23XI Racing, he brings energy, determination, and a winning mindset to every race. Tyler's drive to excel, combined with his relatable personality, makes him an excellent ambassador for brands looking to connect with NASCAR's enthusiastic fan base and reach new audiences through one of the sport's rising stars.

**BORN**  
01/11/1996  
Corning, California

**LASTEST WIN**  
2024 Straight Talk  
Wireless 400 Homestead-  
Miami Speedway

**RACE HIGHLIGHTS**  
2018 and 2019 Xfinity  
Series Champion  
2018 Xfinity Series Rookie  
of the Year  
2016 Truck Series Most  
Popular Driver  
2011 Late Model Dirt  
Series Rookie of the Year





NASCAR

# BUBBA WALLACE

Bubba Wallace is a highly recognized NASCAR driver known for his talent, charisma, and dedication to advancing diversity within the sport. As the first Black driver to win in NASCAR's national series in nearly 60 years, he's made history both on and off the track.

With a growing fan base and a powerful voice in the racing community, **Bubba brings strong brand appeal, connecting with audiences through his authenticity, determination, and advocacy.** As a driver for 23XI Racing, co-owned by Michael Jordan and Denny Hamlin, Bubba Wallace is an influential figure and a prime partner for brands looking to make a meaningful impact.



## NASCAR TEAMS & SPONSORSHIPS

# TRICON RACING

TRICON Garage Racing is a powerhouse in the NASCAR Craftsman Truck Series, known for developing top-tier talent and delivering competitive performances. With a focus on innovation, teamwork, and results, TRICON has become a leader in the series, consistently securing wins and strong finishes.

Backed by a passionate fan base and a commitment to excellence, TRICON offers unparalleled opportunities for brand exposure and engagement through high-impact sponsorships in one of NASCAR's most exciting divisions.

# TRICON GARAGE







# TONI BREIDINGER

Tricon

Tony Breidinger is a trailblazing NASCAR driver, celebrated as the first Arab-American woman to compete in the NASCAR national series. With a background in USAC racing and over a dozen victories, she brings both skill and determination to the track. Known for her commitment to breaking barriers and inspiring diversity in motorsports, Tony is quickly gaining recognition and respect in the NASCAR community. Her passion for racing and dedication to her craft make her a standout figure and an inspiring role model in the sport.

Beyond racing, Toni is an accomplished model featured in campaigns for major brands like GAP, Victoria's Secret, and Free People. She's appeared on prominent shows like Ellen and Today, and her work has been highlighted in New York Post, GQ, Marie Claire, Shape Magazine, and Glamour. **With over 5 million followers, she is one of the most followed drivers in NASCAR, connecting with a vast and engaged audience.**



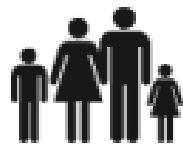
	<b>2.5 MILLION FOLLOWERS</b>		<b>480K SUBSCRIBERS</b>
	<b>2.3 MILLION FOLLOWERS</b>		<b>180K FOLLOWERS</b>



NASCAR'S

# FEMALE NASCAR FAN DEMOGRAPHICS

Nearly



1 OUT OF 3  
Households  
with Children



18-44 Years Old



26%

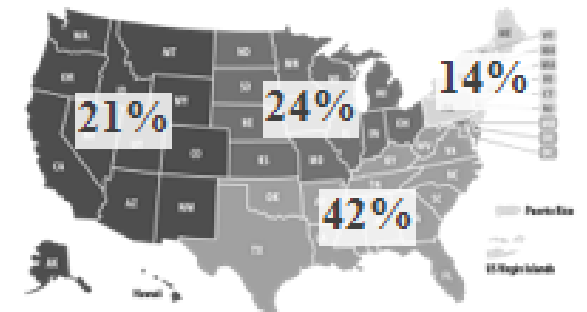
Multicultural



\$79,000

Average  
Household Income

## Geographic Distribution



More Than



2 OUT OF 3

Homeowners

Nearly



3 OUT OF 5

Some College  
or Beyond

More Than



1 OUT OF 2

Employed  
(full or part-time)

## Top 5 NASCAR Markets

(by number of people interested in the sport)

1. Los Angeles
2. New York
3. Dallas
4. Atlanta
5. Orlando

# FEMALE NASCAR FANS



**66%**

of NASCAR fans use  
**digital music services**  
(past month)

*Just as likely as female non-fans*



**50%**

of NASCAR fans **listen to  
radio on the internet**  
(internet-only, streaming AM/FM broadcasts,  
online music / radio services, past month)

*Just as likely as female non-fans*

## Leading Devices Use to Listen to Radio / Audio Services

*% female NASCAR fans use  
/ index female fans vs female non-fans*



**Radio**

*(home, car, or other)*

60% / 102



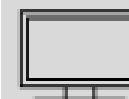
**Smartphone**

54% / 95\*



**Computer**

18% / 100



**Television**

16% / 100



**Tablet**

6.3% / 111





We recognize that today's marketplace offers numerous choices, and the sports industry is no exception. Many agencies and marketing firms are involved, but what sets OUR team apart is the expertise of our founder, Tony N. Priscaro. With 28 years of experience across various professional sports, Tony's unique passion and extensive network make PK one of the most connected sports marketing agencies in the nation. Our commitment to performance and results consistently elevates the standards for our partners and their businesses. Through an analysis of our successful campaigns, we've identified "The Recipe for Success," which includes five key elements: National Integration, Data-Driven Sales, Creative Collaboration, Strategic Vision, and Digital Innovation.

## TONY N PRISCARO

Founder/President

E [tonyp@pkvelocity.com](mailto:tonyp@pkvelocity.com)

D 803.367.1690

C 803.517.3033



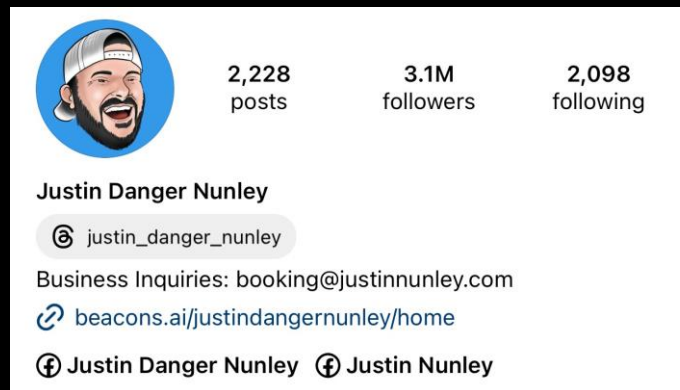
**BBPRINTINGCO.COM**  
DESIGN • PRINT • SIGNS • WRAPS • INSTALL

# NASCAR'S SOCIALS

Social media is vital in NASCAR, connecting millions of fans with real-time updates, behind-the-scenes content, and interactive engagement with drivers and teams. With a massive, loyal following, NASCAR's digital presence strengthens fan loyalty and offers valuable exposure for sponsors, making it a powerful tool for reaching one of sports' most dedicated audiences.

## 01 FAN ENGAGEMENT & LOYALTY

## 02 SPONSOR VISIBILITY



Justin Danger Nunley

2,228 posts   3.1M followers   2,098 following

justin\_danger\_nunley

Business Inquiries: [booking@justinnunley.com](mailto:booking@justinnunley.com)

[beacons.ai/justindangernunley/home](https://beacons.ai/justindangernunley/home)

Justin Danger Nunley   Justin Nunley



justin\_danger\_nunley and myatt\_snider

Original audio

justin\_danger\_nunley • 2w

Catching tires for @myatt\_snider at @lvmotorspeedway

hispeed17 2w

Wow! 🤩

1 like Reply

the\_xcalibur • 2w

🤩🤩

2 likes Reply

lesspringer 2w

Awesome experience!

1 like Reply

p\_mac7119 2w

22,163 likes

October 21



dawsoncram so blessed to get to call this my job. Miami in a Xfinity car is one of the coolest car and track combos on the planet. We showed great speed in stage 1 then had a flat tire in stage 2 and never dug ourselves fully back out of the hole but it was an absolute blast! Thank you so much to the people that made this happen @mhrracing and @bbprintingcompany

uhbrad • thank you for the lead follow experience

1w 5 likes Reply

— View replies (1)

rtrv23 • great run dude!!

1w 1 like Reply

loumalnatis • 🤩🤩🤩

1w 3 likes Reply

mark\_sebetka u all look cute in the 3rd slide

1w 3 likes Reply

ashieycram\_11 Definition of rippin the fence

249 likes

October 27

NASCAR 2024

# TRIBUTE CARS

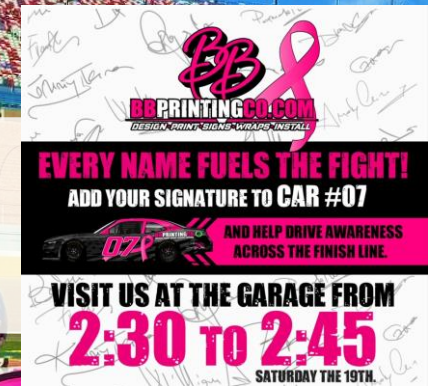
Often adorned with throwback designs or meaningful graphics, tribute cars spark nostalgia, celebrate legacy, and bring the NASCAR community together in a shared appreciation of history and values. These unique cars are a fan favorite, embodying the passion and heritage of NASCAR on every lap.

## OCTOBER

**BREAST CANCER AWARENESS** LAS VEGAS, NV  
[CLICK HERE FOR PRESS RELEASE](#)

## NOVEMBER

**VETERAN'S DAY TRIBUTE** MARTINSVILLE, VA  
[CLICK HERE FOR PRESS RELEASE](#)



# 2025 NASCAR CRAFTSMAN TRUCK SERIES SCHEDULE

- 1 Fri., Feb. 14 Fresh From Florida 250 Daytona Speedway 7:30pm FS1
- 2 Sat., Feb. 22 FR8 208 Atlanta Motor Speedway 2:00pm FS1
- 3 Fri., March 14 Victoria's Voice 200 Las Vegas Motor Speedway 9:00pm FS1
- 4 Fri., March 21 Baptist Health 200 Homestead-Miami Speedway 8:00pm FOX
- 5 Fri., March 28 Long John Silver 200 Martinsville Speedway 7:30pm FS1
- 6 Fri., April 11 WEATHER GUARD Truck Race at Bristol Bristol Speedway 7:30pm FS1
- 7 Fri., April 18 TBA Rockingham Speedway TBA 5:00pm FS1
- 8 Fri., May 2 SpeedyCash.com 250 Texas Motor Speedway 8:00pm FS1
- 9 Sat., May 10 Heart of America 200 Kansas Speedway 7:30pm FS1
- 10 Sat., May 17 Wright Brand 250 North Wilkesboro Speedway 1:30pm FS1
- 11 Fri., May 23 NC Education Lottery 200 Charlotte Motor Speedway 8:30pm FS1
- 12 Fri., May 30 Rackley Roofing 200 Nashville Superspeedway 8:00pm FS1
- 13 Sat., June 7 TBA Michigan International Speedway 12:00pmFX
- 14 Fri., June 20 CRC Brakleen 175 Pocono Raceway 5:00pm FS1
- 15 Sat., June 28 TBA Lime Rock Park 1:00pm FOX
- 16 Fri., July 25 TSport 200 Lucas Oil Raceway at Indianapolis 8:00pm FS1
- 17 Fri., Aug. 8 TBA Watkins Glen International 5:00pm FS1
- 18 Fri, Aug. 15 Clean Harbors 250 Richmond Raceway 7:30pm FS1

## **Playoffs begin – Round of 10**

- 19 Sat., Aug. 30 Buckle Up South Carolina 200 Darlington Raceway 12:00pm FS1
- 20 Thurs., Sep. 11 UNOH 200 Bristol Speedway 8:00pm FS1
- 21 Sat., Sep. 20 TBA New Hampshire Motor Speedway 12:00pm FS1

## **Round of 8**

- 22 Fri., Oct. 3 TBA Charlotte ROVAL 3:30pm FS1
- 23 Fri., Oct. 17 Love's RV Stop 225 Talladega Superspeedway 3:30pm FS1
- 24 Fri., Oct. 24 Zip Buy Now Pay Later 200 Martinsville Speedway 6:00pm FS1

## **Championship Race**

- 25 Fri., Oct. 31 Championship 150 Phoenix Raceway 7:30pm FS1



***All races on SiriusXM NASCAR.  
All times Eastern.***

# 2025 NASCAR XFINITY SERIES SCHEDULE

1	Sat., Feb. 15	United Rentals 300	Daytona Speedway	5:00pm	CW	MRN	
2	Sat., Feb. 22	Bennett Trans & Logistics 250	Atlanta Speedway	5:00pm	CW	PRN	
3	Sat., Mar. 1	Focused Health 250	Circuit of the Americas	2:30pm	CW	PRN	
4	Sat., Mar. 8	Call811.com 200.	Phoenix Raceway	5:00pm	CW	MRN	
5	Sat., Mar. 15	The LiUNA NASCAR Xfinity Series	Las Vegas Speedway	4:30pm	CW	PRN	
6	Sat., Mar. 22	Contender Boats 300	Homestead-Miami Speedway	4:00pm	CW	PRN	
7	Sat., Mar. 29	DUDE Wipes 250	Martinsville Speedway	5:00pm	CW	MRN	
8	Sat., Apr. 5	Crown Royal 200	Darlington Raceway	3:30pm	CW	MRN	
9	Sat., Apr. 12	N/A	Bristol Motor Speedway	5:00pm	CW	PRN	
10	Sat., Apr. 19	N/A	Rockingham Speedway	4:00pm	CW	MRN	
11	Sat., Apr. 26	Ag-Pro 300	Talladega Superspeedway	4:00pm	CW	MRN	
12	Sat., May 3	Andy's Frozen Custard 300	Texas Speedway	2:00pm	CW	PRN	
13	Sat., May 24	BetMGM 300	Charlotte Motor Speedway	4:30pm	CW	PRN	
14	Sat., May 31	Tennessee Lottery 250	Nashville Superspeedway	7:30pm	CW	PRN	
15	Sat., June 14	N/A	Autódromo Hermanos Rodríguez	4:30pm	CW	MRN	
16	Sat., June 21	Pocono Mountains 225	Pocono Raceway	3:30pm	CW	MRN	
17	Fri., June 27	Focused Health 250	Atlanta Motor Speedway	7:30pm	CW	PRN	
18	Sat., July 5	The Loop 110	Chicago Street Course	15/30/50	4:30pm	CW	MRN
19	Sat., July 12	Zip Buy Now, Pay Later 250	Sonoma Raceway	4:30pm	CW	PRN	
20	Sat., July 19	BetRivers 200	Dover Motor Speedway	45/90/200	4:30pm	CW	PRN
21	Sat., July 26	Pennzoil 250	Indianapolis Motor Speedway	4:30pm	CW	IMS	
22	Sat., Aug. 2	Hy-Vee Perks 250	Iowa Speedway	75/150/250	4:30pm	CW	MRN
23	Sat., Aug. 9	Mission 200 at The Glen	Watkins Glen International	3:00pm	CW	MRN	
24	Fri., Aug. 22	Wawa 250	Daytona International Speedway	7:30pm	CW	MRN	
25	Sat., Aug. 30	Pacific Office Automation 147	Portland Raceway	7:30pm	CW	MRN	
26	Sat., Sep. 6	N/A	World-Wide Technology Raceway	7:30pm	CW	MRN	
<b>Playoffs Begin - Round of 12</b>							
27	Sat., Sep. 12	Food City 300	Bristol Motor Speedway	7:30pm	CW	PRN	
28	Sat., Sep. 27	Kansas Lottery 300	Kansas Speedway	4:00pm	CW	MRN	
29	Sat., Oct. 4	Drive for the Cure 250	Charlotte Roval	4:00pm	CW	PRN	
30	Sat., Oct. 11	Focused Health 302	Las Vegas Motor Speedway	7:30pm	CW	PRN	
31	Sat., Oct. 18	United Rentals 250	Talladega Superspeedway	4:00pm	CW	MRN	
32	Sat., Oct. 25	Dead On Tools 250	Martinsville Raceway	7:30pm	CW	MRN	
<b>Championship Race</b>							
33	Sat., Nov. 1	Xfinity Series Championship	Phoenix Raceway	7:30pm	CW	MRN	

**All races on SiriusXM NASCAR.  
All times Eastern.**

# 2025 NASCAR CUP SERIES SCHEDULE

- 1 Sun., Feb 16 DAYTONA 500 Daytona International Speedway TBA 2:30pm FOX MRN
- 2 Sun., Feb 23 Ambetter Health 400 Atlanta Motor Speedway TBA 3:00pm FOX PRN
- 3 Sun., Mar 2 Echopark Texas Grand Prix Circuit of the Americas TBA 3:30pm FOX PRN
- 4 Sun., Mar 9 Shriners Children's 500 Phoenix Raceway TBA 3:30pm FS1 MRN
- 5 Sun., Mar 16 Pennzoil 400 Las Vegas Motor Speedway TBA 3:30pm FS1 PRN
- 6 Sun., Mar 23 Straight Talk Wireless 400 Homestead-Miami TBA 3:00pm FS1 MRN
- 7 Sun., Mar 30 Cook Out 400 Martinsville Speedway TBA 3:00pm FS1 MRN
- 8 Sun., April 6 Goodyear 400 Darlington Raceway TBA 3:00pm FS1 MRN
- 9 Sun, Apr 13 Food City 500 Bristol Motor Speedway TBA 3:00pm FS1 PRN
- 10 Sun., April 27 Jack Link's 500 Talladega Superspeedway TBA 3:00pm FOX MRN
- 11 Sun., May 4 Autotrader EchoPark Auto 400 Texas Speedway TBA 3:30pm FS1 PRN
- 12 Sun., May 11 Mother's Day AdventHealth 400 Kansas Speedway TBA 3:00pm FS1 MRN
- 13 Sun., May 25 Coca-Cola 600 Charlotte Motor Speedway TBA 6:00pm Amazon PRN
- 14 Sun., Jun 1 Ally 400 Nashville Superspeedway TBA 7:00pm Amazon PRN
- 15 Sun., Jun 8 FireKeepers Casino 400 Michigan Speedway TBA 2:00pm Amazon MRN
- 16 Sun., Jun 15 Father's Day TBA Autódromo Hermanos Rodríguez TBA 3:00pm Amazon MRN
- 17 Sun., Jun 22 HighPoint.com 400 Pocono Raceway TBA 2:00pm Amazon MRN
- 18 Sat., Jun 28 Quaker State 400 Atlanta Motor Speedway TBA 7:00pm TNT PRN
- 19 Sun., Jul 6 Grant Park 165 Chicago Street Course TBA 2:00pm TNT MRN
- 20 Sun., Jul 13 Toyota / Save Mart 350 Sonoma Raceway TBA 3:30pm TNT PRN
- 21 Sun., Jul 20 Würth 400 Dover Motor Speedway TBA 2:00pm TNT PRN
- 22 Sun., Jul 27 Brickyard 400 Indianapolis Motor Speedway TBA 2:00pm TNT IMS
- 23 Sun., Aug 3 Iowa Corn 350 Iowa Speedway TBA 3:30pm USA MRN
- 24 Sun., Aug 10 Go Bowling at the Glen Watkins Glen International TBA 2:00pm USA IMS
- 25 Sat., Aug 16 Cook Out 400 Richmond Raceway TBA 7:30pm USA PRN
- 26 Sat., Aug 23 Coke Zero Sugar 400Daytona Speedway TBA 7:30pm NBC MRN
- Playoffs Round of 16**
- 27 Sun., Aug 31 Cook Out Southern 500 Darlington Raceway TBA 6:00pm USA PRN
- 28 Sun., Sep 7 Enjoy Illinois 300 World Wide Technology Raceway TBA 3:00pm USA MRN
- 29 Sat., Sep 13 Bass Pro Shops Night Race Bristol Motor Speedway TBA 7:30pm USA PRN
- Playoffs Round of 12**
- 30 Sun., Sep 21 USA Today 301 New Hampshire Motor Speedway TBA 2:00pm USA MRN
- 31 Sun., Sep 28 Hollywood Casino 400 Kansas Speedway TBA 3:00pm USA MRN
- 32 Sun., Oct 5 Bank of America ROVAL 400 Charlotte ROVAL TBA 3:00pm USA PRN
- 33 Sun., Oct 12 South Point 400 Las Vegas Motor Speedway TBA 5:30pm USA PRN
- 34 Sun., Oct 19 YellaWood 500 Talladega Superspeedway TBA 2:00pm NBC MRN
- 35 Sun., Oct 26 Xfinity 500 Martinsville Raceway TBA 2:00pm NBC MRN
- Championship Race**
- 36 Sun., Nov 2 NASCAR Cup Series Championship Phoenix Raceway TBA 3:00pm NBC MRN

*All races on SiriusXM NASCAR.  
All times Eastern.*



**TONY N PRISCARO**

Founder/President

**E** [tonyp@pkvelocity.com](mailto:tonyp@pkvelocity.com)

**D** 803.367.1690

**C** 803.517.3033



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