



2025
Mud Racers Association
Sponsorship Request



Mud Racers Association Sponsorship 2025 Race Season

About the MRA:

The Mud Racers Association (MRA) is a nationally recognized sanctioning body for many types of mud racing. The Association itself is made up of competitors, promoters, and fans of the sport whose basic philosophy is that by establishing a uniform set of safety guidelines and class rules, a standard can be set throughout the United States that all interested parties can utilize to improve and expand the sport we call mud racing. The following is a brief description of the history of the Mud Racers Association and how it came to be quite possibly the largest sanctioning body for mud racing in the country. Mud racing throughout time has been made up of hundreds of small organizations, each with their own ideas of what is or is not allowed in specific class.

The need for an association that would unify mud racing across America was not a new concept by any means, but most will agree that it was a concept whose time had come. March of 2007 was that time. Throughout the racing season, racers discussed the fact that there was a need for unification of the rules if the sport was going to progress. Creating a standard set of class rules and safety regulations would allow racers from all parts of the country to compete in National level events without worries of fitting in the class of their choice when they arrive. Once the rules could be standardized, the prospect of offering an event series across the country would be possible. With the advent of national series, promoters would have the opportunity to procure sponsors.

With these ideas in mind and by racers working together, a website was created. A name was chosen by the racers around the country and the Mud Racers Association (MRA) became official. It was accepted by all involved to hold an election in the fall of 2007 for the purpose of electing a "Board of Representatives" (Rep's). Candidates for positions in the association were many; racers from all parts of the country that were interested in bringing the sport together under one banner participated. The election was held, and the Mud Racers Association was well on its way with its first of what was to become many annual meetings in Nashville, Tennessee. Nine racers were chosen to be on the board of representatives for terms of one and two years. That's when the real work began. Rules for "Fast Track" racing were developed from hundreds of different sets of rules from dozens of different race organizations and clubs across the United States

By-laws were put into place as well as a Charter and mission statements. Vehicle and track safety were a big concern for the MRA with efforts to maintain and improve these areas a top priority. Membership requirements were set, and racers were signing up to promote the MRA and its concepts. The Mud Racers Association has come a long way since its beginning. With over 500 registered members from more than 28 states continuing their support, it has progressed from writing rules to promoting and establishing a race series in conjunction with host tracks and organizations.

The MRA now hosts multiple events throughout the United States. These events are usually a 2-day event and draw on average 1500+ spectators and racers from across the county. Our events consist of 7 classes that we run regularly, Open Paddles, Open Cuts, Modified Paddles, Modified Cuts, Outlaw Pro Stock, Pro Stock, and Super Stock.

What Can the MRA Do for You?

Currently, Mud drag racing is in the spotlight. With its high horsepower and thrilling action among competitors it draws a dedicated fan base. This unique sport provides sponsors with sensational advantages over other sports promotions with a wide fan base of people from all age groups and areas around the county.

PRODUCT SHOW CASE: In mud racing, every ticket is a pit pass. Race fans have the best access to the behind-the-scenes action of racing. MRA'S open pits allow fans the opportunity to get face-to-face with the drivers and crew members; not to mention a sponsor's product. Drivers are often found in their pit area, signing autographs, and chatting with fans as well as answering questions about how their racecar works and what products they use and recommend.

SET YOUR COMPANY APART: There's no better way to define your company than to associate it with the high speed, fast paced lifestyle, and incredible power of professional mud racing.

BIG TIME VALUE: Mud racing should be considered the best value in all our sport sponsorship. Reach the same demographic as other sports such as the NFL and MLB except reach your target market with less expense. At the end of the day, Mud Racing fans are real people. These men and women enjoy the excitement and power derived from professional mud racing and these are the same people that will be, or already are, your loyal customers.

Advantages we Offer for Your Company as a Sponsor:

- Exposure to several venues around North America.
- Advertisements through a variety of avenues including websites, social media, and various track locations.
- The ability to reach out to a large number of spectators and followers within our racing community.
- Additional display space: advertise your brand on the race vehicles that travel the country to promote your product everywhere. Display banners and informational catalogs or pamphlets in the team's pit area for fans to obtain.

Tentative Race Schedule for 2025

North Florida Motorplex – Panama City, FL - **May 16-17**

Upper Meramec Dirt Drags – Cook Station, MO **June 20-21**

Wagler Motorsports Park – Lyons, IN - **July 18-19**

DT's Dirt Drags – Gore Springs, MS - **August 15-16**

Upper Meramec Dirt Drags (Finals) – Cook Station, MO.
September 12-13

Please see the attached pages for our various levels of sponsorship and thank you for your time and consideration. Please feel free to contact me with any questions.

GET STARTED TODAY!

Direct sponsorship inquiries to:

Jamie Suiter

Email: suiterj40@gmail.com

Phone: 931-933-1365

www.mudracersassociation.org

**Custom Sponsorships Packages can be discussed to
best fit your company's needs!**

Sponsorship Packages Available (May be customized upon request)

Platinum Series Title Sponsorship of the MRA point series.

\$5,000 (1 Available)

Sponsor business name and/or logo prominently displayed in advertisements stating your business as the **Series Sponsor**.

- Company provided materials to be displayed at ALL series events for 2025.
- Company provided flyers, stickers, or similar handed out to each participant at all events.
- Company logo on all MRA printed materials.
- Inclusion in all promotional media and videos.
- Inclusion in all website announcements and emails
- Inclusion in all event day announcements
- Weekly social media mentions with links to sponsor's page.
- Business logo displayed on MRA homepage and MRA forum with link to company website as well as on all social media pages.
- Option to hold a contest on social media to "like" company page in exchange for a chance to win a coupon or free shirts, etc. from company.
- 8 FREE MRA T-shirts.

Gold Sponsorship \$2,500 Points Race Sponsor (4 Available thus Far)

- Company provided materials to be displayed at ALL series events for 2025.
- Company provided flyers, stickers or similar handed out to each participant at all events.
- Company logo on all MRA printed materials.
- Inclusion in all promotional media and videos.
- Inclusion in all website announcements and emails.
- Inclusion in all event day announcements
- Monthly social media mentions with link to sponsor's page.
- Business logo displayed on MRA Home page and MRA Forum with link to company website as well as on all social media pages.
- 6 Free MRA T-shirts



www.mudracersassociation.org



Mud Racers Association-Public Page