

PARTNERSHIP GUIDE



ryanthompsonjr.com

RYAN THOMPSON JR.

UARA Sportsman/Pro Late Model Driver

2026 Partnership Guide

LET'S BUILD SOMETHING TOGETHER

Thank you for taking the time to learn more about Ryan Thompson Jr.'s motorsports program.

This Partnership Guide introduces a professional marketing platform designed to help businesses connect with passionate motorsports fans through strategic branding, digital content, and authentic partnerships.

Whether supporting a single event or building a long-term relationship, every partnership is customized to deliver measurable marketing value while advancing your business objectives.

Why Partner with Ryan Thompson Jr.

Professional Representation

Representing your brand with professionalism on and off the racetrack.

Marketing Value

Expand your brand's reach through race weekends, digital media, professional content, and strategic marketing campaigns.

Long-Term Vision

Partner with a racing program committed to long-term growth, sustained success, and lasting business relationships.

Flexible Partnerships

Customized partnerships built around your marketing goals/budget.

"Coming together is a beginning, staying together is progress, and working together is success." – Henry Ford

Meet Ryan

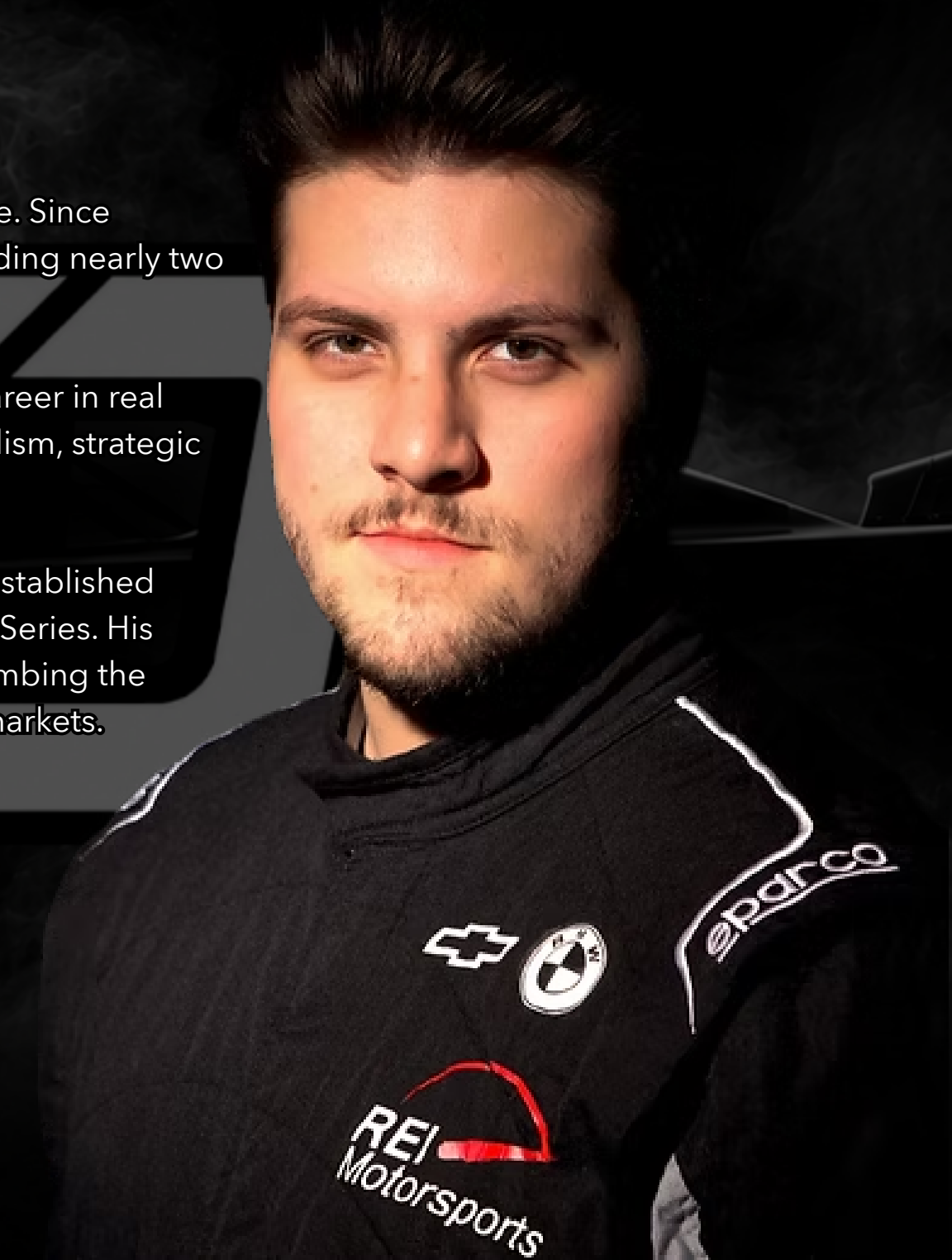
More Than a Passion. A Lifelong Commitment.

Ryan Thompson Jr. is a professional race car driver from Tampa, Florida, whose passion for motorsports began at an early age. Since making his stock car racing debut at 13, Ryan has competed in karting, stock cars, endurance racing, and dirt modifieds, building nearly two decades of competitive racing experience.

Away from the racetrack, Ryan earned a Bachelor of Science in Finance from the University of Tampa and built a successful career in real estate tax consulting. His professional background has shaped a motorsports program centered on preparation, professionalism, strategic management, planning, and a foundation for long-term partnerships.

Today, Ryan competes full-time in the UARA Sportsman Series, and competing in a Pro Late Model in the Snowflake 125 for established organizations throughout Florida and the Southeast, while also pursuing opportunities in the CARS Tour and ARCA Menards Series. His long-term vision is to build a professional team of his own with the experience with other established organizations, while climbing the ARCA Menards Series and NASCAR's national series, driving growth for himself and the partners that support him in larger markets.

Ryan combines nearly two decades of racing experience with a professional background in finance and business, bringing a disciplined, partner-first approach to every opportunity on and off the racetrack.



DRIVER PROFILE

Name: Ryan Thompson Jr.

Hometown: Tampa, Florida

Date of Birth: March 27, 2000

Current Division: UARA Sportsman Series (Full-Time) • Pro Late Models (Marquee)

2026 Markets: West Central Florida • Florida Panhandle • Space Coast

2026 Tracks: Freedom Factory • Five Flags Speedway

The Journey

2026

THE CURRENT CHAPTER

Racing UARA Sportsman Series with Established Teams

Ryan is currently competing in UARA Sportsman Series events with established, championship-caliber racing organizations in the state of Florida. Along with this, he will be competing in Pro Late Models at the Snowflake 125 at Five Flags Speedway from December 1-5. Every race provides an opportunity to gain valuable experience as a driver and strengthen relationships within the industry.

2027

THE NEXT CHAPTER

UARA Sportsman Series, Pro Late Models, & ARCA Menards Series with Established Teams

Ryan plans to continue racing the full season with the UARA Sportsman's throughout Florida, while expanding his schedule to compete in Pro Late Model special events, including the CARS Tour Pro Late Models, the World Series of Short Track Racing, and the Snowflake 125. Building on that experience, he will also target opportunities to make his ARCA Menards Series debut with MBM Motorsports (signed), progressing towards NASCAR's national ladder.

2028+

THE ROAD AHEAD

Start UARA Sportsman/Pro Late Model Team • Compete at NASCAR's Highest Levels

Ryan's long-term vision is to establish a professional UARA Sportsman/Pro Late Model team that serves as the foundation for a sustainable racing organization. Built through strategic partnerships, competitive performance, and long-term growth, the program is designed to create lasting value for partners and self while opening doors to creating opportunities to compete in the ARCA Menards Series (2028), NASCAR Truck Series (2029), and the NASCAR Cup Series (2030).

Why Motorsports?

Turning race weekends into measurable marketing opportunities.

Motorsports is one of the few marketing platforms that combines live entertainment, digital media, business networking, hospitality, and community engagement into a single partnership. Unlike traditional advertising, motorsports creates authentic connections between businesses and passionate fans while providing opportunities to engage customers, reward employees, and build lasting business relationships.

Brand Visibility

Increase brand awareness through race weekends, digital media, content creation, and community appearances.

Customer Engagement

Create memorable experiences through driver appearances, hospitality, giveaways, branded content, and social media campaigns.

Digital Marketing

Extend your reach beyond race day through social media, website features, professional photography, video production, and branded content.

Employee Appreciation

Reward employees with race-day experiences, behind-the-scenes access, and opportunities to become part of the team.

Community Impact

Support local motorsports while aligning your business with a professional racing program throughout Florida and the Southeast.

Business-to-Business Relationships

Racetracks are more than just venues. They are places where business executives and decision-makers connect and build lasting business relationships.

Every partnership is built around your business objectives. Whether your goal is increasing brand awareness, engaging customers, rewarding employees, or developing new business relationships, every partnership is customized to deliver measurable marketing value.

Marketing Assets

**DIGITAL
MARKETING**

**MEDIA
EXPOSURE**

**CONTENT
CREATION**

**TEAM
APPAREL**

**RACE CAR
BRANDING**

**BRANDED
MERCHANDISE**

**DRIVER
APPEARANCES**

**HOSPITALITY
& VIP
EXPERIENCES**

**CUSTOM
ACTIVATIONS**

More Than Just a Logo on the Side of a Race Car

Every partnership includes a combination of branding, digital media, and activation opportunities designed to help achieve your business objectives.

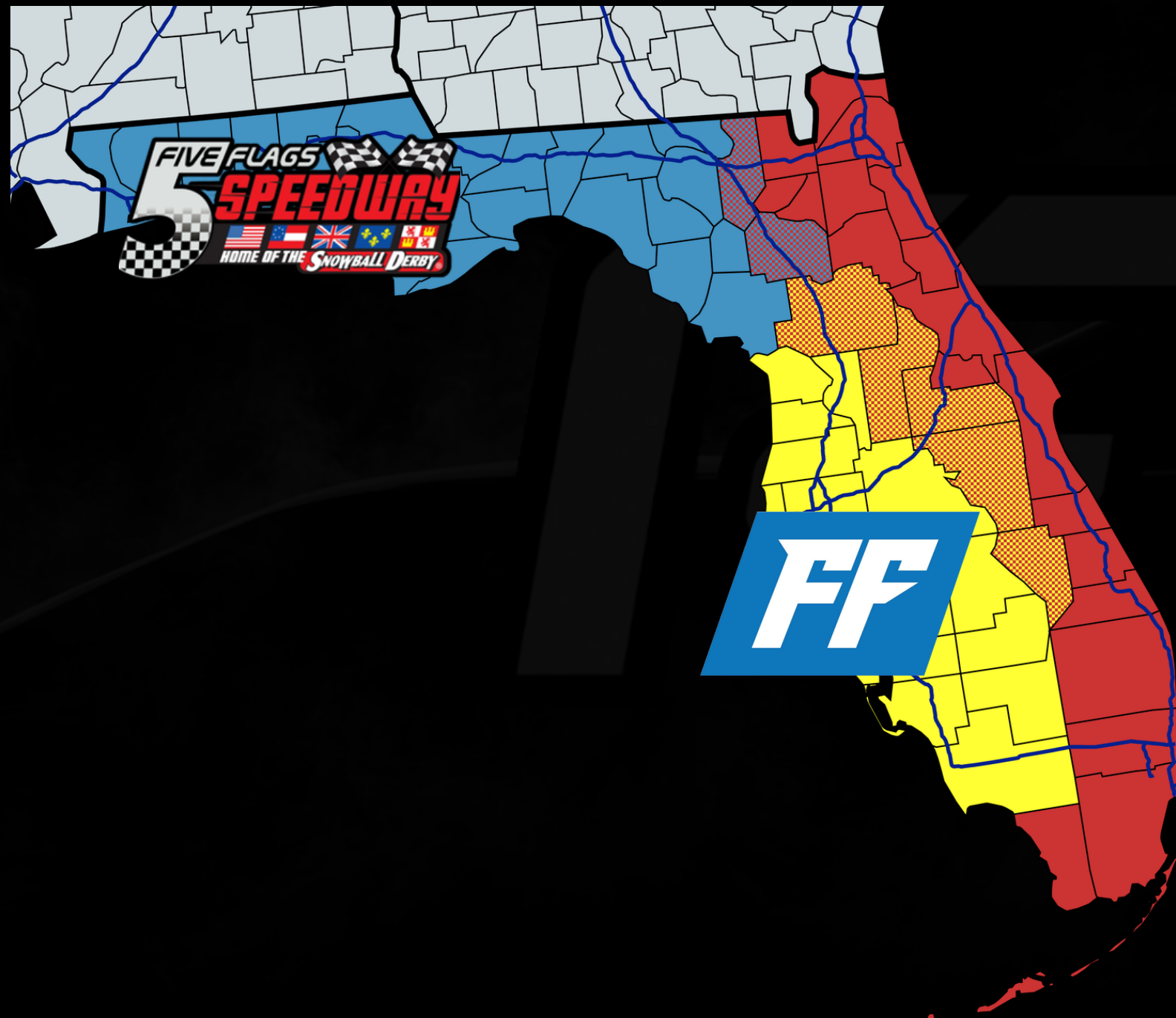
- Race Car and Driver Branding
- Digital Marketing & Content Creation
- Media Exposure & Partner Recognition

Optional activation opportunities include:

- Driver Appearances
- Branded Merchandise & Promotional Items
- Hospitality & VIP Experiences
- Custom Marketing Activations tailored to your business objectives.

Every partnership is customized to deliver measurable marketing value aligned with your business objectives.

Audience & Market Reach



2026 Primary Racing Markets

Regional Racing Footprint

Ryan competes at premier UARA Sportsman Series and Pro Late Model venues across Florida, creating recurring opportunities for partner exposure in key regional markets while positioning the program for future expansion throughout the Southeast.

Loyal Fan Base

Short-track racing attracts loyal, highly engaged fans who actively support the businesses that invest in their favorite drivers, teams, and events.

Marketing Opportunity

Every race weekend creates opportunities for brand visibility, digital content, customer engagement, hospitality, and business networking.

2026 Racing Program

Depending on your partnership level and marketing objectives, your brand can be featured at premier UARA Sportsman Series races throughout Florida, or with the 2026 Snowflake 125 at Five Flags Speedway (Pro Late Model).

2026 RACE SCHEDULE



OCT 16-17

UARA Sportsman Series
Freedom Factory (Bradenton, FL)

**FREEDOM
FACTORY**

UB
ULTRA BROADCASTING, LLC.



DEC 1-5

Pro Late Model - Snowflake 125
Five Flags Speedway (Pensacola, FL)



FLORACING

**2
Premier
Venues**

**3
Remaining
Race Weekends**

**1,500-8,000+
Typical Event
Attendance**

**National
Streaming
Coverage**

Partnership Opportunities

Customized marketing partnerships designed around your business objectives.

TITLE PARTNER

Businesses seeking maximum brand integration and a long-term strategic partnership.

- Multi-Year Partnership
- Racing Program Naming Rights
 - ("Business Name" Racing)
- Full Race Car Paint Scheme Design
- Custom Driver Suit & Team Apparel
- Integrated Digital Marketing
- Media Recognition
- Exclusive Industry Partnership
- Bi-Monthly Off-Track Activation Events
- Includes All Partnership Benefits & Optional Activations (Admission & Hospitality Costs Not Included)

Please complete the Partnership Intake Form at ryanthompsonjr.com to schedule a meeting with us to discuss the Title Partner Opportunity.

PRIMARY PARTNER

Businesses looking for consistent and significant exposure throughout the season.

- 3-, 6-, 9-, or 12-Race Partnership
- Premium Race Car Branding (Hood, Rear Quarter Panel, Rear Bumper, Color Code)
- Premium Driver Suit/Helmet Branding
- Integrated Digital Marketing
- Media Recognition
- Contact for more details

ASSOCIATE PARTNER

Businesses seeking an affordable and consistent exposure through a professional motorsports marketing program.

- 3-, 6-, 9-, or 12-Race Partnership
- Race Car Branding (Lower Rear Quarter Panels -or- Front of Rear Tires)
- Integrated Digital Marketing
- Media Recognition
- Contact for more details

SUPPORTING PARTNER

Businesses looking to support Ryan's racing program through an affordable, event-by-event partnership.

- Single-Race Partnership
- C-Post or Behind Front Tires on Each Side
- Event-Day Media Recognition - Perfect for Small Businesses & First-Time Partners

CUSTOM PARTNERSHIP

Businesses with unique marketing objectives requiring a tailored partnership.

- Product Integration
- Client Hospitality
- Employee Appreciation
- Community Engagement
- Custom Marketing Activations

Partnership Packages

Customized marketing partnerships are designed around your business objectives, with estimated values based on the anticipated scope, event, and racing program. Final partnership benefits, deliverables, and values are subject to discussion and mutual agreement before being finalized.

PRIMARY PARTNER

ONE (1) OPENING CURRENTLY AVAILABLE.

2026 Remaining Events

- UARA @ Freedom Factory (Oct 16-17) = \$3,000
- PLM Snowflake 125 (Dec 1-5) = \$6,000

2027 UARA Sportsman Series Season

- 3-Race = \$3,000 per Race
- 6-Race = \$2,950 per Race
- 9-Race = \$2,875 per Race
- 12-Race (Best Value) = \$2,750 per Race

Marquee Events (Pro Late Model Only)

- World Series of Asphalt Stock Car Racing = \$15,000
 - 7-race Partnership in February
 - New Smyrna Speedway, supporting the Daytona 500
- Snowflake 125 = \$7,500
 - Largest Pro Late Model race in the USA
- CARS Tour Pro Late Model Race (Any) = \$7,500

ASSOCIATE PARTNER

THREE (3) OPENINGS CURRENTLY AVAILABLE.

2026 Remaining Events

- UARA @ Freedom Factory (Oct 16-17) = \$1,500
- PLM Snowflake 125 (Dec 1-5) = \$3,000

2027 UARA Sportsman Series Season

- 3-Race = \$1,500 per Race
- 6-Race = \$1,450 per Race
- 9-Race = \$1,375 per Race
- 12-Race (Best Value) = \$1,250 per Race

Marquee Events (Pro Late Model Only)

- Florida Speedweeks = \$5,000
 - 7-race Speedweeks Partnership at New Smyrna Speedway, supporting the Daytona 500
- Snowflake 125 = \$3,500
 - Largest Pro Late Model race in the USA
- CARS Tour Pro Late Model Race (Any) = \$3,500

SUPPORTING PARTNER

TEN (10) OPENINGS CURRENTLY AVAILABLE.

2026 Remaining Events

- UARA @ Freedom Factory (Oct 16-17) = \$500
- PLM Snowflake 125 (Dec 1-5) = \$1,000

2027 UARA Sportsman Series Season

- Event Partner = \$500 per Race

Pro Late Model Races

- Florida Speedweeks = \$2,500
 - 7-race Speedweeks Partnership at New Smyrna Speedway, supporting the Daytona 500
- PLM Snowflake 125 = \$1,000
 - Largest Pro Late Model race in the United States, supporting the Snowball Derby
- CARS Tour Pro Late Model Race (Any) = \$1,000

Package Cost: Events vary based on team-specific rates, influenced by the quality of equipment, performance level, type of event, and overall program. The costs presented are averaged across comparable teams within each series and event and are provided for planning and budgeting purposes only. Final agreed upon package costs to be determined in discovery call.

Participation: Participation in any event is contingent upon securing the necessary partnerships and funding to compete. Payment for an event is due to RTJ Motorsports Management, LLC on the Friday two (2) weeks prior to the event. If sufficient partnership support is not secured in time for an event, RTJ Motorsports Management, LLC may withdraw from or choose not to participate in that event. As a goodwill measure, RTJ Motorsports Management, LLC will not invoice for partnership deliverables associated with the canceled event that would otherwise have been invoiced and due two weeks prior to the event.

The Partnership Process

Getting started is simple. Complete the Partnership Intake Form at ryanthompsonjr.com to begin the partnership process, or email us at ryanethompsonjr@gmail.com.

Step 1

Visit ryanthompsonjr.com



Step 2

Complete the Partnership Intake Form



Step 3

Partnership Discovery Meeting



Step 4

Customized Partnership Proposal



Step 5

Activate Your Partnership

Every proposal is customized to your marketing objectives, activation strategy, and investment level.

Let's Build Something Together

Thank you for taking the time to learn more about Ryan Thompson Jr.'s motorsports program.

Whether you're interested in supporting a single event or building a long-term marketing partnership, we appreciate your consideration and the opportunity to earn your business.

Every partnership is customized to align with your company's marketing goals while delivering professional representation both on and off the racetrack.

NEXT STEPS

Interested in Becoming a Primary, Associate, or Supporting Partner?

Complete the [Partnership Intake Form](#) to lock in your interest, schedule a discovery meeting and receive a customized sponsorship proposal.

Interested in Becoming a Title Partner?

See contact information at ryanthompsonjr.com to begin building our own race team with us.