

2027 MARKETING DECK

Chris Horton Jr.

#42 · zMAX CARS Tour

Put your brand on a Late Model Stock car racing the premier short track tour in the Southeast: 15 CARS Tour races, plus Late Model Stock races at Langley and South Boston on the off weekends.

THE OPPORTUNITY

Why the CARS Tour?

- The zMAX CARS Tour is the top touring series for Late Model Stock and Pro Late Model racing on the East Coast.
- It's a proven stepping stone where many of today's NASCAR national series drivers made their name.
- Races are streamed live nationally on FloRacing and covered by short track media all season.
- Packed grandstands at historic tracks like North Wilkesboro, Hickory, Nashville and South Boston.

2027 SEASON

A Full Season of Exposure

15

RACES

5

STATES

4

IN VIRGINIA

Feb 6	Freedom Factory	May 8	Ace Speedway	Aug 21	Anderson Motor Speedway
Feb 27	Southern National Motorsports Park	May 19	North Wilkesboro Speedway	Aug 28	Tri-County Speedway
Mar 20	Wake County Speedway	Jun 5	Langley Speedway	Sep 11	Pulaski County Motorsports Park
Apr 10	Nashville Fairgrounds Speedway	Jun 19	Lonesome Pine Raceway	Sep 25	Newport Speedway
Apr 24	Caraway Speedway	Aug 7	Hickory Motor Speedway	Oct 16	South Boston Speedway

Plus off weekends: Late Model Stock racing at Langley Speedway and South Boston Speedway when the tour is off.

Langley Speedway · June 5: our home track and the easiest race to back for Hampton Roads businesses. Your customers will be in the stands.



THE DRIVER

Meet Chris Horton Jr.

A South Mills, N.C. racer who started in go-karts at age 5 and has spent more than a decade winning at every level. Langley Speedway is home, and it's on the 2027 CARS Tour schedule.

10+

YEARS RACING

150+

RACES

40+

PODIUMS

15+

WINS

Top 5 in points at Carteret County and Coastal Plains Speedways · Multiple Rookie of the Year titles

THE AUDIENCE

Who Sees Your Brand

12,000

FACEBOOK FOLLOWERS

15

RACES LIVE ON FLORACING

- Every CARS Tour race streams live and on demand on FloRacing. In October 2026 the series extended FloRacing as its exclusive streaming home for several more years.
- The series is owned by Dale Earnhardt Jr., Jeff Burton, Kevin Harvick and Justin Marks. Dale Jr. promotes it on FloRacing and his Dirty Mo Media channels.
- Race-day crowds at historic tracks, plus a hometown following at Langley Speedway.

BRAND VISIBILITY

Your Brand on the #42

- Primary hood and quarter panel placements
- TV panel, B-pillar and rear bumper decals
- Driver firesuit and crew uniform logos
- Hauler and pit area signage
- Featured on chrishortonjr.com and team merchandise
- Seen in every livestream, photo and highlight



BEYOND THE CAR

Activation & Hospitality

- Race-day social media coverage tagging your brand before, during and after every round.
- Pit passes and hospitality for your clients and employees at CARS Tour events.
- Driver appearances at your business, trade shows and community events.
- Show car displays and co-branded merchandise for promotions.
- Season recap reporting so you can see the return on your partnership.

PARTNERSHIP OPTIONS

Pick Your Program

Full-Season Primary**\$100K–\$250K**

Hood and quarter panels at every CARS Tour and off-weekend race · firesuit · hauler · social media · hospitality

Single-Race Primary**\$8K–\$20K**

Hood and quarter panels for one race, often Langley, our home track · race-week social spotlight · pit passes

Associate**\$1K–\$10K**

Decal on the race car · social media mentions · logo on chrishortonjr.com

Marketing Partner**\$250–\$1,000**

Small decal on the car · thank-you post on social media · name listed on our website

Typical ask for 2027. Every package can be tailored to your goals.

JOIN THE TEAM

Let's Race Together in 2027

Partnerships are built around your goals, from a single race weekend to a full-season title partnership. Reach out and we'll build a program that fits.

Call 757-839-4242

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chrishortonjr.com/sponsorship