



MUSIC CITY KARTPLEX



SPONSORSHIP OPPORTUNITIES

Music City Kartplex is offering sponsorship opportunities for the Rhythm & Race Championship Series, the preeminent competitive kart racing series in the region.

THE SERIES

Music City Kartplex is Middle Tennessee's premier outdoor kart racing facility, attracting competitive drivers, motorsports enthusiasts, and experience-driven consumers from Nashville and the surrounding region.

The Music City Kartplex Racing Championship Series (Rhythm & Race) features wheel-to-wheel competition, consistent seasonal events, and a highly engaged community of racers, spectators, and digital followers.

WHY MUSIC CITY KARTPLEX

OUTDOOR, AUTHENTIC RACING ENVIRONMENT

GROWING MOTORSPORTS CULTURE IN MIDDLE TENNESSEE

HIGHLY ENGAGED GRASSROOTS RACING COMMUNITY

A DESTINATION EXPERIENCE



AUDIENCE PROFILE

- Average race entries = 130+
- Average race day spectators = between 200 – 300
- Total Season Attendance 2800+
- Competitors and spectators travel from an average of 10 states
- Motorsport enthusiasts and racers
- Automotive and performance minded consumers
- Competitors/Spectators ages 5 – 80
- High repeat attendance and brand loyalty



2026 RACE SCHEDULE

Round 1 - March 28

Round 2 - April 18

Round 3 - May 16

Round 4 - June 13

Round 5 - July 25 (Night Race)

Round 6 - August 8

Round 7 - September 19

Round 8 - October 10

Round 9 - October 11

Round 10 – November 7



PRESENTING SPONSOR

The Pinnacle of Exposure and Reach!



PRESENTING SPONSOR <OVERVIEW>

- “[Sponsor Name] Presents the Music City Kartplex Rhythm & Race Championship Series”.
- Availability: 1 Exclusive Partner
- Term: Full Racing Series / Season (10 race minimum)
- **Investment: \$12,000**



PRESENTING SPONSOR <SERIES NAMING RIGHTS>

Official Naming

- “[Sponsor Name] Presents the Music City Kartplex Rhythm & Race Championship Series”

Name included in:

- All digital marketing
- Event schedules & standings
- Social media captions
- Website registration pages
- Email communications to racers and fans

Verbal mentions at:

- Driver meetings
- PA announcements
- Podium ceremonies



PRESENTING SPONSOR (ON TRACK AND FACILITY BRANDING)

Primary logo placement at:

- Victory Lane backdrop
- Podium area
- Pit/grid signage

Logo inclusion on:

- Staff “race day” shirts (front)
- Series decals
- Championship materials
- Event credentials or wristbands

Dedicated on-site activation space (10x10 or larger)



PRESENTING SPONSOR <DIGITAL AND CONTENT INTEGRATION>

Presenting sponsor tag on:

- All race weekend social posts
- Season recap content

Sponsored content segments:

- Fast Lap of the Weekend
- Race day recap videos

Logo inclusion on:

- Highlight videos
- Photo galleries
- Series landing pages



ADDITIONAL SPONSORSHIP LEVELS



PLATINUM SPONSOR (ON TRACK AND FACILITY BRANDING)

Premium level of sponsorship, offering maximum visibility and exclusive benefits throughout the race season (10 races in 2026).

14 spots available

Cost: \$3500

Benefits:

- Premier logo placement on back of race day staff shirts
- “Presented By” and Logo placement on race webpage on kart class list
- Logo placement on podium ceremony banner
- Personalized banner on fence for each race day
- Logo placement on class trophy of your choice
- Shoutout during podium ceremony of sponsored class
- Classes allocated on first come first served basis



GOLD SPONSOR (ON TRACK AND FACILITY BRANDING)

High visibility and prominent recognition, throughout the race season (10 races in 2026).

Cost: \$3000

Benefits:

- Logo placement on back of race day staff shirts
- Personalized banner on fence for each race day



SILVER SPONSOR (ON TRACK AND FACILITY BRANDING)

Exposure on individual race day or throughout the race season
(10 races in 2026).

Cost: \$1000 for single race day OR \$2500 for race season

Benefits:

- Personalized banner on fence for each race day



CONTACT INFORMATION

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