

CALIFORNIA RACESAVER SPRINTS Sponsorship Proposal 2025



What is RaceSaver

The RaceSaver Sprint Car Series is more than just a racing competition; it's a movement designed to preserve and revitalize sprint car racing for the everyday enthusiast. With the rising costs of participation in motorsports, many passionate fans find themselves sitting in the stands due to economic pressures. RaceSaver was founded to empower working-class families and racing enthusiasts, ensuring that everyone has the chance to compete and enjoy the thrill of racing.

At the heart of the RaceSaver initiative is a commitment to fairness and accessibility. By enforcing strict technical rules, we level the playing field and prevent wealth from determining success on the track. Our specially designed RaceSaver sprint cars are equipped with 305 cubic inch motors and airflow-restricting heads that limit horsepower to approximately 450 (give or take). This careful regulation not

only ensures competitive racing but also keeps costs manageable, allowing racers to focus on their passion without sacrificing their financial stability.

The RaceSaver series provides a pathway for the future of racing by allowing drivers from lower divisions to transition into full-size sprint cars. This opportunity helps them gain valuable experience on larger tracks, enabling them to advance through the classes as they choose.

The RaceSaver community is about much more than just competitors chasing the checkered flag; it's built on a spirit of camaraderie among everyone involved. From promoters to families and children, each member plays a crucial role in ensuring that the sport remains family-friendly and affordable for all.

By supporting the RaceSaver Sprint Car Series, you're investing in a future where the love of racing is within reach for everyone—where families can thrive, bills can be paid, and weekends can be filled with the excitement of the track. Join us in this vital endeavor to keep sprint car racing alive and accessible for all!

Keeping it Close to Home

Another way the California RaceSavers keep costs manageable and ensure competitor loyalty is by hosting races at centrally located tracks that are within easy reach of most racers and their families. This not only fills the stands with supporters but also minimizes fuel costs and wear and tear on vehicles.

We anticipate hosting 15 to 20 races this season, including potential rescheduled dates for unforeseen circumstances. Each event is expected to feature an average of 15 cars, showcasing a competitive field. As we revamp the California RaceSavers, we are committed to increasing car counts and fostering growth within the series. Partnering with us presents a unique opportunity to engage with a dynamic and expanding racing community.

Typically, these racetracks are situated within a 100-mile radius of Central California, with just a couple extending to a 200-mile range. This strategic positioning also provides local businesses—large and small—with a cost-effective opportunity to promote themselves to the community members who are closest to their establishments.





Why Partner With CRS?



By partnering with CRS, you demonstrate your commitment to the community and the hardworking families who pour their hearts into what they love. This is a unique opportunity to engage with your employees—treat them to a race and create a fun, exciting environment that boosts morale.



Your brand will enjoy widespread visibility, from the racetracks to our social media platforms and website. This exposure is genuine and unfiltered—no political agendas, just authentic engagement.



Fans, teams, owners, and drivers are fiercely loyal to our sport, and they will extend that loyalty to the partners who support the racing community they cherish.



We create a vibrant, family-friendly atmosphere where you can enjoy an exciting night out and connect with new friends.



Experience the thrill up close by visiting the pit area, where you can see the cars, meet the stars, and witness the hard work that goes into getting these fire breathing machines ready for each race. If you're feeling adventurous, you might even have the chance to get your hands dirty and be part of the action!

Partnership Opportunities

There are numerous opportunities to partner with CRS. Below, you'll find several ways to get involved become a partner for the 2025 season.

All partnership and sponsorships include Pre-Race and Post-Race advertisement, promotions, and social media exposure.

Title Sponsor

What is it?

Your name or brand is everywhere the series logo is

California RaceSaver Sprints presented to you by “Name/Brand”

\$15,000

Naming rights to the series

Brand will be incorporated into all logos

Victory Lane Signage

Included in **ALL** event advertisement and marketing

Website Link on Our Website

Social Media, Website, Press Releases, Livestreaming Blasts

Announcements over the PA & Livestream

Banners at events (supplied by partner)

Decals on all cars

4 Pit Passes Per Event

Meet & Greet with Race Teams

Special invite to end of season celebration

Heat Race Winner Sponsorship

What is it?

Total cars are split into groups, each group races for 8 laps

\$8,000

Signage With Picture of Winner posted on all platforms

Social Media, Website, Press Releases, Livestreaming Blasts

Announcements over the PA & Livestream

Pit Pass(s) Negotiable

Quick Time/Hard Charger/Hard Luck Sponsorship

What is it?

Quick Time goes to the team/driver who is quickest in qualifying

Hard Charger goes to the team/driver who gains the most spots during the main

Hard luck goes to the team/driver who breaks, wrecks, or does not finish the main event

\$8,000

Signage With Picture of Winner posted on all platforms

Social Media, Website, Press Releases, Livestreaming Blasts

Announcements over the PA & Livestream

Pit Pass(s) Negotiable

Single Event Sponsor

What is it?

You are the **highlight** of the event for CRS

\$6,000

Social Media, Website, Press Releases, Livestreaming Blasts

Announcements over the PA & Livestream

Special Seating for your friends/family/employees (depending on track, seating may be limited)

Photo Ops with Winners

Meet & Greet with Race Teams

2 Pit Passes (number of pass is negotiable)

10 x 10 Vendor booth (if requested)

Special signage placement

Logo on all CRS Promotions for Event

***Start Money Sponsor**

What is it?

Goes to each driver who takes the Green Flag in the main event

\$4,000

Social Media, Website, Press Releases, Livestreaming Blasts
Announcements over the PA & Livestream
Pit Pass Negotiable

Additional sponsorship opportunities are available. Some restrictions may apply. All prices are for a full season excluding start money sponsor.

*This is based on a per race basis.

Product, goods, and services sponsorships welcome. For more information on becoming a partner and sponsor please email racesaver305sprints@gmail.com for more information.

About the Promoters



We are a husband-and-wife team deeply rooted in the world of motorsports. Brian, a journeyman welder-fabricator by trade, made a career shift in 2021 after an injury. He now works as a sprint car parts salesman and magneto technician for a renowned parts supplier. In addition, Brian shares his passion for the sport as a cameraman for various livestreaming companies, broadcasting racing excitement to audiences around the globe.

Starting as a fan in the stands, Brian has worked his way up through the ranks—from operating a push truck to serving as a track and series official. He’s always ready to lend a hand wherever needed.

Alicia brings a diverse background in automotive, sales, and legal professions. Growing up in a family that owns a local speed shop, she learned the ins and outs of the automotive industry from a young age. Her father instilled in her a love for working on vehicles and a passion for racing. While she started with drag racing, jet boating, and street racing, her heart has always been with the local dirt tracks. Like Brian, she transitioned from being a fan to operating a push truck, and eventually to roles in Promotional Relations, as a track official, series official, and even a livestream producer.

Together with their sons, we travel across California, chasing the thrill of racing. Along the way, we recognized the need to grow the RaceSaver series in California. It pains us to see so many teams sidelined due to rising costs and the dominance of wealth in the sport. We believe in the potential of this series to revive and sustain the passion for racing that so many hold dear. Now, we’re seeking partnerships, sponsors, and teams to join us in this vital mission. Aside from a 410 sprint car series, the RaceSaver series is the most popular series of sprint car racing from the mid-west to the east coast. Drawing 40 or more cars per event, on a regular basis. They have the drive and passion to do the same here in California. They invite you to be apart of this movement.

A message from the Promotors:

“We do this out of our love for the sport, the teams, the drivers, and the families involved. Our dream is to revive the RaceSaver series to its former glory from just five years ago, when the fields were full of cars, the racing was thrilling, and a true race family came together to support one another. We invite you to join us on this journey to preserve and enhance sprint car racing here in California.”

Quick FAQs

RaceSaver was founded by French Grimes in 1997 and is quoted saying, “I don’t wear short pants. I don’t play golf. I don’t hang around rich people. I could give a shit less. What I do care about is seeing guys race.” This was the beginning of a major movement in sprint car racing.

RaceSaver began in the state of Virginia in 1997 by a group of guys who couldn’t keep up with the overpowering expenses of keeping up with the rich man.

In the state of Pennsylvania, the RaceSaver series start with 6 sprint cars, and quickly grew to over 60 cars.

California began its RaceSaver series in 2017 with 15 cars and quickly grew in popularity throughout the years gaining car counts, fans, and families.

The RaceSaver Nationals at Eagle Raceway in Nebraska, is the Knoxville National, Daytona 500 of the RaceSaver Series. Payout for the 2024 Nationals was Winner \$12,000, 2nd \$6,000, 3rd \$5,000, 4th \$4,000, 5th \$3,500, 6th \$3,000, 7th \$2,500, 8th \$2,300, 9th \$2,250, 10th \$2,200, 11th \$2,150, 12th \$2,100, 13th \$2,050, 14th \$2,000, 15th \$1,950, 16th \$1,800, 17th \$1,750, 18th \$1,700, 19th \$1,650, 20th-27th \$1,600.

California RaceSaver Series season starts mid March and goes through the end of October.

Contact Information

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