

BRAND PLACEMENT

RMX1 NETWORK

WHY IT MATTERS

GRASSROOTS MOTORSPORTS IS THE HEARTBEAT OF SMALL TOWN AMERICA.

A culture built on local pride, family tradition, and raw competition. Branding plays a critical role in shaping fan loyalty, driving local sponsorships, and forging deep community identity. Unlike professional motorsports, grassroots racing presents unique challenges: limited budgets, hyper-local audiences, and the need for authentic storytelling that resonates with passionate, working-class fans.



CHANNELS

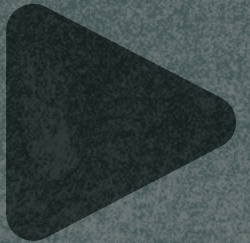
SOCIAL NETWORKS | SEARCH

Fans are most active on Facebook, YouTube, and Reddit. Google dominates search, with growing use of AI tools like ChatGPT for motorsports content discovery and event info.

DIGITAL PLATFORMS | DISCOVERY

Fans consume video recaps, race forums, and niche news sites. Discovery happens via word-of-mouth, track websites, and social shares — organic engagement drives reach.

Source: Sparktoro
Grassroots motorsports fans in the United States



TOP WEBSITES





EXPERIENCE THE PETERSON WINNING EDGE



FLORACING PRESENTS

DIRT ON DIRT .COM

All Late Models. All the Time.

HOME SUBSCRIBE ADVERTISE CONTACT SUPPORT

Twitter Facebook Search Stories

STAFF STORE HOTELS BLOGS CATCHALL

NATIONAL NORTH SOUTH MIDWEST WEST CRATE WEEKLY HISTORY SCHEDULE VIDEO

DIRTcar Tri-State I-5 Xtreme



LAST. ONE. LOADED.

ASHTON WINGER

Hunt the Front @ Lavonia (Ga.) Speedway

THE LATEST DIRT

Pierce powers to Adams County's Lucas Oil debut

July 14, 2026, 12:00 am

CORNING, Iowa — Powering around majority leader Nick Hoffman who trailed heavy smoke on the 35th lap, 12th-starting Bobby Pierce of Oakwood, Ill., naced the final six circuits unchallenged in

REEL DIRT





HOME SUPER LATE MODELS LATE MODELS PRO LATE MODELS MODIFIEDS OTHER SERIES COMMENTARY ABOUT



CARS Wilkes Preview

One of the biggest weekends in North Wilkesboro Speedway's recent history will commence with a zMAX CARS...



IHRA cancels remainder of 2026 season



Ward and McCarty take victory at South Boston

LATE MOD Connor H with tent

BOWMAN Transpon 'confusing

LATE MOD Peyton S move on

NASCAR V Patrick E and takes Modified

PRO LATE Gio Rugg North Wil



SCHEDULE LATE MODELS MODIFIEDS STOCK COMPETITORS ABOUT US SHOP

Find a DIRTcar Race Near You: Enter Address or press 'Search'

HOOSIER 2026 CHAMPIONSHIP POINT STANDINGS

MONDAY JULY 13, 2026

DIRTcar BIG BLOCK MODIFIEDS			DIRTcar 358 MODIFIEDS			DIRTcar SPORTSMAN			DIRTcar PRO STOCKS			DIRTcar 4 CYLINDERS		
Pos.	Driver	Points	Pos.	Driver	Points	Pos.	Driver	Points	Pos.	Driver	Points	Pos.	Driver	Points
1	Peter Britten	784	1	Billy Dunn	878	1	Cody McPherson	898	1	Chuck McSpirt	708	1	Jeremy Brownell	788
2	Marc Johnson	780	2	Jordan McCreadie	878	2	Tim Hartman Jr.	830	2	Slater Baker	648	2	Xen Tourville	718
3	Larry Wight	731	3	Lance Willix II	856	3	Tyler Corcoran	820	3	A.J. Walters	602	3	Francis White	645

MAJOR EVENTS

The Season Starts HERE!



WINTER IS WARMER AT VOLUSIA





WATCH EVENTS NEWS TRANS AM VINTAGE

Upcoming Events on RACING AMERICA TV

FULL SCHEDULE

Tue, Jul 14
REPLAY: IGT at Road America
WATCH NOW

9:00 PM ET
RACING AMERICA TV CHANNEL

Thu, Jul 16
Racing America at Watkins Glen...
EVENT INFO

TBD

Fri, Jul 17
Friday Morning Sessions from...
WATCH LIVE

ADVERTISEMENT

Top Stories





KEY BRANDING DRIVERS

SPEED AND PERFORMANCE

Local heritage, community pride, and regional identity drive deep brand loyalty among grassroots motorsports fans.

IDENTITY

Dirt tracks, vintage cars, and bold visuals — checkered flags and rugged typography fuel the racing aesthetic.

AUTHENTICITY

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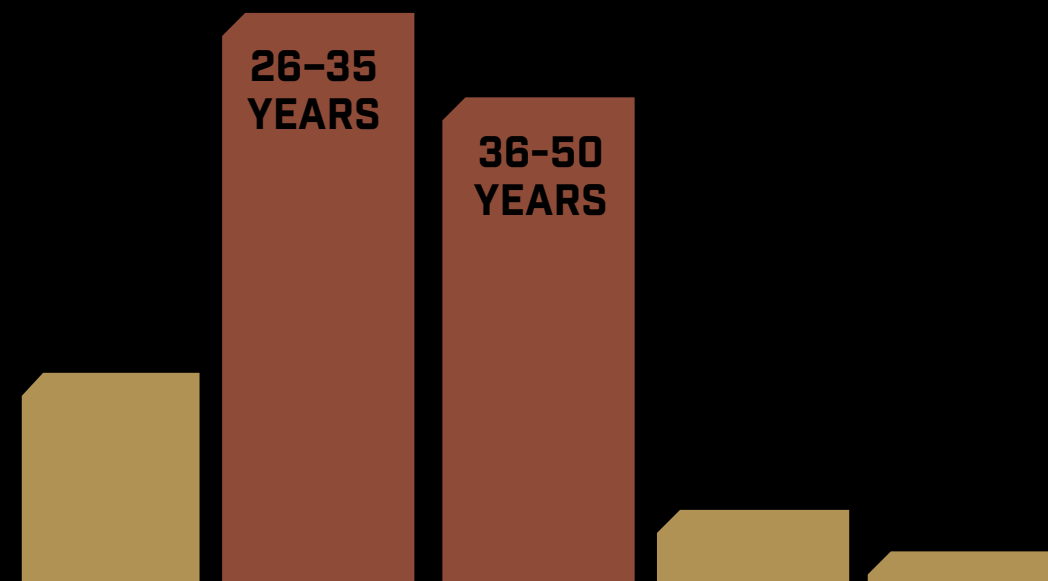
WOMEN

30.5%

MEN

69.2%

**AUDIENCE
DEMOGRAPHIC**



existing grassroots motorsports

POSITIONING PERCEPTUAL MAP



CORPORATE



MODERN

TRADITIONAL



INDYCAR



COMMUNITY

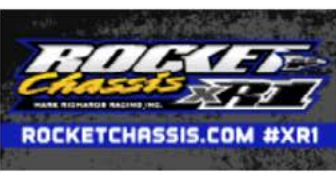


AUG 6-8



\$75,000 TO WIN!

**TWIN \$6000 TO WIN
FEATURES THU & FRI
TICKETS AND SEATS ON SALE**



**AUTHENTIC
PASSIONATE
COMMUNITY
ENERGETIC
ACCESSIBLE**

TYPEFACE OVERVIEW

Modern geometric, extended, technical sans-serifs.

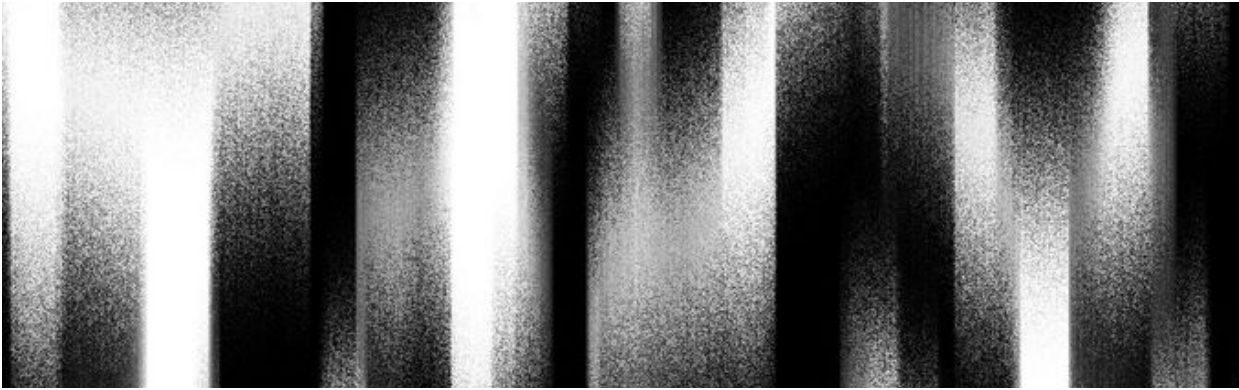


Aggressive italic display fonts with thick outlines.



Brush/script lettering with lots of custom edits.





**PROPOSED
VISUAL
LANGUAGE**

HERITAGE

LEGACY

TIMELESS

HISTORIC

MOTION

CLASSIC

GRASSROOTS

COMMUNITY

LOCAL

HOMEGROWN

GRIT

FAMILY

***PROPOSED
BRAND
ACTIVATIONS***



BRAND CONCEPT COMMUNITY MEETS MODERNITY

Classic essence of dirt and community gets refinement



key elements of the concept

BRAND OVERVIEW

LEGACY

Inspired by the rich history of American motorsport, the brand honours the people, traditions, and iconic visuals that have shaped grassroots racing while presenting them through a modern lens.

GRASSROOTS

Built around the local racing community, the brand celebrates independent tracks, passionate competitors, and loyal fans, capturing the authentic spirit of the sport.

CLASSIC

Drawing from timeless motorsport design, the identity combines bold typography, vintage influences, and enduring visual cues to create a look that feels familiar yet contemporary.

GRIT

The visual language reflects the resilience, determination, and raw energy of grassroots racing, balancing authentic textures and movement with a refined, modern execution.



the future of grassroots motorsports

WHERE RMX1 SITS



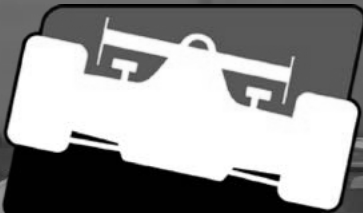
CORPORATE



MODERN

TRADITIONAL

SHORT TRACK SCENE I



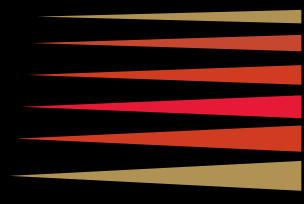
INDYCAR

RMX1

COMMUNITY



first round of options

 RMX:1 RMX:1

RMX:1
NETWORK