



OWEN NEISEL MOTORSPORTS

2026 SPONSORSHIP PACKAGE



“Every day is an opportunity for me to win.”

Owen Neisel

Owner/Driver • Owen Neisel Motorsports LLC

Michigan City, Indiana

owenneisel.com

ABOUT OWEN NEISEL

Owen Neisel is a 20-year-old owner/driver based in Michigan City, Indiana, competing in the Ignite Series — one of the most competitive owner-driver karting series in the Midwest. What makes Owen’s story compelling isn’t just where he is, but where he came from and where he’s going.

Born in Arlington, Texas, Owen discovered motorsports at age three watching Jeff Gordon race. By five, after his first go-kart ride, he knew racing was his calling. Financial barriers delayed his start, so he channeled that drive into competitive swimming, eventually competing at the Division II collegiate level — a testament to the discipline and work ethic he now brings to the track.

At 14, Owen moved to Michigan City, Indiana — the community he now proudly represents. He later transferred to Purdue University Northwest to work hands-on with the university’s race teams, building technical knowledge and the connections that would help launch Owen Neisel Motorsports LLC in 2025.

His rookie season in 2025 was a proving ground. Competing in a field of experienced drivers with limited equipment and only five races, Owen posted a best finish of P5 at the prestigious Elkhart Grand Prix. In 2026, with 12+ races planned, better equipment, and a full season of experience under his belt, Owen is positioned for a breakout year.

2025 SEASON HIGHLIGHTS

5 RACES COMPETED	P5 BEST FINISH <i>Elkhart Grand Prix</i>	12+ 2026 RACES PLANNED
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Series: Ignite Series (Owner/Driver) — Competitive Midwest Karting

2025 Events: Quincy Grand Prix (18,000+ spectators), Elkhart Grand Prix (8–10K spectators), Ignite Series

2026 Schedule: 14 scheduled events (12 races selected based on overlap) — KCA Challenge, Ignite Challenge & Grand Prix Series

WHY PARTNER WITH OWEN?

Brand Exposure Logo on kart, suit, helmet & trailer at events including the Quincy Grand Prix (18,000+ weekend spectators), Elkhart Grand Prix & Rock Island Grand Prix (8–10K each).	Digital Content Race recaps, behind-the-scenes footage, sponsor spotlights & social mentions across Instagram, Facebook, TikTok, and YouTube.
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Community Connection

Owen is a Michigan City athlete with deep local roots. Partnering with him positions your brand as one that invests in hometown talent.

Tax Advantage

Sponsorships are a marketing expense and may be tax-deductible under IRS guidelines. All agreements managed through Owen Neisel Motorsports LLC.

SPONSORSHIP PACKAGES

TIER	WHAT YOU RECEIVE
PLATINUM \$1,000	<ul style="list-style-type: none"> • Primary logo: kart, suit, helmet & trailer (large placement) • Sponsored Twitch streams during off-season simulator racing • Dedicated social media promotion on all platforms (IG, FB, TikTok, YouTube) • Custom content creation: videos, photos & branded ads to spec • Kart appearance at local events on sponsor’s behalf • Behind-the-scenes access: garage, paddock & race-day • Interview & race recap mentions
GOLD \$600	<ul style="list-style-type: none"> • Primary logo: suit, helmet & nose cone (medium placement) • Sponsored Twitch streams during off-season • Social media promotion on YouTube and Facebook • Custom content creation: videos and photos • Trailer and equipment branding (medium sticker) • Behind-the-scenes access
SILVER \$350	<ul style="list-style-type: none"> • Primary logo: suit (medium placement) • Custom content: photos and race-day posts • Social media tags and sponsor mentions • Sponsored Twitch stream mentions • Trailer and equipment branding (small sticker)
BRONZE \$150	<ul style="list-style-type: none"> • Logo on suit (small placement) • Social media tags and mentions • Sponsored Twitch stream credit

Custom & In-Kind Sponsorships

Businesses offering products or services essential to racing (tires, equipment, photography, vehicle service, etc.) are welcome to discuss an in-kind partnership. Exposure and recognition will be tailored to match contribution value.

SOCIAL MEDIA & CONTENT

Platforms: Instagram, Facebook, TikTok, YouTube, Twitch

Posting Frequency: Minimum 2–3 posts per week; daily during race weeks

Content categories include:

- Race Day Coverage — live updates, recaps, and highlight reels
- Behind-the-Scenes — garage prep, training, and track insights
- Sponsor Features — product spotlights, mentions, and branded promotions
- Fan Engagement — polls, Q&A sessions, and giveaways
- Simulator Racing (Twitch/iRacing) — off-season fan engagement and race prep

2026 SEASON GOALS

- Secure first podium finish in the Ignite Series
- Compete in 12–15 races across the Midwest
- Grow social media following by 35% across all platforms
- Expand the Owen Neisel Motorsports support team
- Launch team merchandise for fans and sponsors

2026 RACE SCHEDULE

EVENT	DATE	LOCATION
KCA Challenge Round 1	May 2, 2026	Kart Circuit Autobahn, Joliet, IL
Ignite Challenge Round 1 — Kartway 61	May 2, 2026	Delmar, IA
Ignite Challenge Round 2 — Norway Motorsports	June 13, 2026	Sheridan, IL
Ignite Challenge Round 3 — Kart Circuit Autobahn	June 14, 2026	Joliet, IL
KCA Challenge Round 2	June 20, 2026	Kart Circuit Autobahn, Joliet, IL
★ Quincy Grand Prix	June 26–28, 2026	Quincy, IL
KCA Challenge Round 3	July 25, 2026	Kart Circuit Autobahn, Joliet, IL
★ Elkhart Grand Prix	August 7–8, 2026	Elkhart, IN
Ignite Challenge Round 4 — Mid-State Kart Club	August 8, 2026	Dawson, IL
KCA Challenge Round 4	August 29, 2026	Kart Circuit Autobahn, Joliet, IL
★ Rock Island Grand Prix	September 4–6, 2026	Rock Island, IL

KCA Challenge Round 5	September 19, 2026	Kart Circuit Autobahn, Joliet, IL
KCA Challenge Round 6	October 3, 2026	Kart Circuit Autobahn, Joliet, IL
Ignite Challenge Round 5	October 17, 2026	Madison, IL

★ = Major Grand Prix events • Final 12-race selection based on schedule overlap

YOUR INVESTMENT AT WORK

Sponsorship dollars go directly toward putting Owen on the track and keeping him competitive. Here's where the money goes:

EXPENSE	DETAILS
Race Entry Fees	Largest single cost — 12+ events across the Midwest
Travel & Fuel	Driving to races in Indiana, Illinois, and Iowa
Tires & Consumables	Competitive karting requires fresh rubber each race
Equipment Maintenance	Keeping the kart race-ready all season
Content & Media	Camera gear, editing, and social media production

OFFICIAL PARTNERS & SPONSORS

Owen Neisel Motorsports is proud to partner with RMS Kart & Performance as our official racing partner and engine supplier for the 2026 season. RMS brings elite-level technical support and expertise that gives Owen a competitive edge at every race.



RMS Kart & Performance

Official Racing Partner & Engine Supplier

RMS Kart & Performance provides Owen with top-tier engine support, technical guidance, and the equipment needed to compete at the highest level of owner-driver karting in the Midwest.

630-453-8705



NAPA Auto Parts — Michigan City

Official Local Parts & Support Partner

NAPA Auto Parts Michigan City is a proud local sponsor of Owen Neisel Motorsports, supporting the team with parts and resources that keep the program running at its best.

219-878-0233 • 2036 US-20, Michigan City, IN • napaonline.com

LET'S BUILD SOMETHING TOGETHER

Owen Neisel is not just a driver — he's a brand ambassador, a content creator, and a Michigan City success story in the making. Partnering with Owen means your business gets visibility at Midwest racing events, authentic digital content, and a genuine relationship with an athlete who takes every sponsorship seriously.

All sponsorships are managed through Owen Neisel Motorsports LLC, an officially registered business, ensuring full accountability and professional partnership management.

READY TO PARTNER?

owenneisel.com

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817-575-7796

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