

EVAN BEAULIEU

2026 MARKETING OPPORTUNITIES



explore MARKETING IN MOTORSPORTS
meet EVAN BEAULIEU - SUPER LATE MODEL DRIVER
learn ABOUT THE YEAR AHEAD FOR BEAULIEU RACING
promote YOURSELF WITH MARKETING OPPORTUNITIES

MARKETING IN MOTORSPORTS

WHY SPONSOR EVAN BEAULIEU?

Sponsoring Evan Beaulieu is more than placing a logo on a race car—it's a strategic partnership built on visibility, credibility, and authentic engagement.

Proven Performance = Consistent Exposure

Evan competes at the front of the field in the Granite State Pro Stock Series, delivering frequent on-track exposure through:

- ▶ Regular front-running performances
- ▶ Multiple race wins and championship contention
- ▶ High-visibility events across New England
- ▶ Consistent results mean sponsor brands are seen race after race, not just once or twice a season.

Year-Round Brand Promotion

Unlike many drivers, Evan owns and operates Nitro Designs, a marketing and branding business. This allows sponsors to benefit from:

- ▶ Professionally designed car graphics and apparel
- ▶ High-quality social media content
- ▶ Cross-promotion through business marketing channels
- ▶ Clean, polished brand presentation both at and away from the track
- ▶ Sponsors gain marketing value beyond race weekends, extending reach into the local business community and online audiences.

Family-Friendly, Community-Driven Image

Evan represents a brand that resonates with fans, families, and businesses alike:

- ▶ A dedicated family man with deep Maine roots
- ▶ A team culture built on long-term relationships and trust
- ▶ Strong connection to grassroots racing and youth involvement
- ▶ This makes Evan an ideal ambassador for brands that value community, integrity, and loyalty.

Engaged Fans & Personal Access

As a regional competitor, Evan offers sponsors something national teams often can't:

- ▶ Direct interaction with fans and customers at the track
- ▶ Personalized sponsor appearances and promotions
- ▶ Authentic storytelling that connects brands to real people
- ▶ Fans don't just see the sponsor—they know who supports Evan, creating stronger brand recall and trust.

A True Partnership Approach

Evan views sponsorships as partnerships, not transactions. He works closely with sponsors to:

- ▶ Align marketing goals
- ▶ Create custom activation ideas
- ▶ Maximize return on investment through creative exposure
- ▶ Every sponsor—large or small—is treated as a valued part of the team.

social presence

FACEBOOK

4500 FOLLOWERS

X

1500 FOLLOWERS

INSTAGRAM

12500 FOLLOWERS

TIKTOK

2000 FOLLOWERS

WHO IS THE AVERAGE RACE FAN?

40 YRS OLD
MALE
25% COLLEGE GRAD
\$51K ANNUAL HOUSEHOLD INCOME

OTHER BUSINESSES in motorsports



EVAN BEAULIEU – SUPER LATE MODEL DRIVER

age

33

hometown

DURHAM, MAINE

four series

**GRANITE STATE
PRO STOCK SERIES**

Evan Beaulieu is a proven winner and consistent front-runner in New England short track racing, with a career defined by performance, professionalism, and long-term commitment to the sport. A two-time race winner in the Granite State Pro Stock Series, Evan has finished Runner-Up in the series championship in both 2024 and 2025, following a 3rd-place points finish in 2023. His steady rise through the ranks showcases not only speed, but consistency and racecraft at the highest regional level.

Evan's success extends across multiple divisions. He captured a Pro Series victory at Beech Ridge Motor Speedway during his rookie season, holds multiple Top 10 points finishes at the historic Maine oval, and is a two-time winner of the PASS 400 Weekend Legends Car Race. Earlier in his career, Evan set a lap record on the road course at New Hampshire Motor Speedway in 2011 along with a road course win, a mark that highlighted his versatility across disciplines.

Evan began racing at age 12 in go-karts at Beech Ridge Motor Speedway before expanding his involvement at Richmond Raceway, where his father, Todd Beaulieu, played a key role in helping reopen the go-kart track. Evan and his dad were deeply involved in promoting grassroots racing and the NELCAR Legends Tour, including being instrumental in bringing Legends Cars to New Hampshire Motor Speedway for the first time in 2011.

Over the years competing in Super Late Models, Evan and his team's dedication to the sport has allowed them to grow a program built on long-standing relationships and trust. The team is made up of individuals Evan has known for many years, creating a true family atmosphere both at and away from the racetrack. This close-knit environment translates to strong communication, consistency, and professionalism—qualities that are reflected in their on-track performance and in how sponsor partners are represented.

Off the track, Evan is a devoted family man. He and his wife, Lindsey, are raising their daughter, Amelia, who has already begun her own racing journey in Strider bike competitions.

Evan is also a successful business owner, operating Nitro Designs, a motorsports-focused graphics and branding company specializing in wraps, signage, apparel, and promotional materials. This background allows Evan to offer sponsors professional brand representation, creative marketing support, and strong fan engagement, delivering value well beyond race day exposure.

With a track record of winning, a reputation for professionalism, and deep roots in the New England racing community, Evan Beaulieu represents an ideal partner for brands looking to align with performance, family values, and authentic grassroots motorsports.

racing highlights

- ▶ Runner Up In Granite State Pro Stock Series Championship – 2024
- ▶ 3rd Place in Granite State Pro Stock Series Points - 2023
- ▶ Pro Series Winner at Beech Ridge Motor Speedway
- ▶ 2x winner of PASS 400 Weekend Legends Car Race
- ▶ Lap record holder at New Hampshire Motor Speedway Road Course



Since starting in Super Late Model racing, Evan has worked with charitable organizations such as Camp Sunshine and The Dempsey Center. Currently, Evan fundraises yearly for the Dempsey Challenge, and has participated in their run and for the first time by bike in 2022. Evan can work with his audience to help a charity that your company works with as well.



Beechridge Thursday
Thunder Legends
Champion

Amsoil Nelcar
Legends Tour
Champion

Selected as one of
the "Maine Young Guns"
- a talent search competition

Scored first Super
Late Model win
in rookie season

Top 10 in point
standings at Beech Ridge
Motor Speedway

Two podiums with
the Granite State
Pro Stock Series

Two podiums with
the Granite State
Pro Stock Series,
multiple top fives

Runner Up in the Granite
State Pro Stock
Series Championship,
1 podium finish

First career Granite State
Pro Stock Series win 2025

Two wins in 2025 season
en route to runner
up finish in points.

2011

2011

2012

2013

2017

2021

2023

2024

2025

2025

THE YEAR AHEAD FOR BEAULIEU RACING

WHAT'S NEW FOR 2026?

Evan will be competing in his eleventh season of Super Late Model competition, with a focus on once again competing for the championship in the Granite State Pro Stock Series. Evan finished second in the overall points in 2024 and 2025, and the tour will once again take the team around Maine, New Hampshire and Canada to multiple race tracks. Along with the tour, Evan and the Beaulieu Racing will also focus on big events throughout New England to compete in. Depending on the funding acquired for the season, the team will run in highly promoted events at Wiscasset Speedway and Lee USA Speedway.

Evan has worked with motorsports and marketing coaches, and now uses that knowledge to maximize his performance on and off the track to create unique and effective programs for his partners. A motorsports marketing program with Beaulieu Racing is a unique and effective way to energize your company and brand with a high speed and exciting form of advertising. Evan and Beaulieu Racing are driven to ensure you get the most out of your investment.

SO, YOU'RE INTERESTED. WHAT'S NEXT?

We customize a specific promotional plan for your company. In addition to having your name associated with the car and team, enjoy promotion hosted on popular websites such as Racing America, Flo Racing and as a partner at any of the local tracks and touring series. With your investment, we have the potential to put your business in front of up to a quarter of a million potential customers.

2026 team members

EVAN BEAULIEU - DRIVER

TODD BEAULIEU - CAR OWNER/TIRES

BERRY RACECARS - BUILDER

LINDSEY BEAULIEU - MANAGER

LEWIS ANDERSON - CREW

SEAN GASTONGUAY - CREW

SARAH DEXTER - CREW

HOPE WILSON - CREW



ALAN BERRY RACECARS

With a focus on our new build and the success we had with it this season, we are now looking in every small area on the race car to continue to improve on our successful 2025 season.



contact us to get started

EVAN BEAULIEU • 207-440-3304 • EVAN@NITRODESIGNS.NET

AN AVERAGE RACING BUDGET

What does it take to participate in a season of super late model racing?

While *passion* for the sport is necessary for success in the world of motorsports, a host of other things are also required, and they come with a price tag. Dependent on the driver's goals for the year, a variety of tours and plans can be made for each season – from national travel to consistent appearances at a local track. A driver's season, while customizable, is dependent upon budget and support from partners like you.

numbers at a glance

CAR BODY – \$5,000

TIRES – \$950/set per race

FUEL – \$300 per race

CREW/TRAVEL – \$500 per race



national tour

\$600,000



regional tour

\$60,000



local track

\$20,000

UNIQUE BRANDING OPPORTUNITIES

Have your logo printed in a variety of locations, creating a “moving billboard” to maximize visibility and exposure for your company.

DRIVER SUIT



DRIVER APPAREL



iRACING CAR

Our car is available on iRacing, the most popular racing game available with thousands of users. Our sponsors get many impressions through this service with either the player driving our car or racing against our car in multiplayer gaming or AI. This is just another unique way working with Beaulieu Racing can promote your company.



CAR TRAILER



YOURSELF WITH MARKETING PACKAGES

package a - full sponsorship

Hood, Quarter Panels, TV Panel, Deck Lid • Full Car Wrap • Trailer Wrap
 • Custom Driver's Suit • Custom Crew Apparel

\$35,000

package c - partial primary

Hood, Quarter Panels, TV Panel • Full Car Wrap

\$20,000

package b - primary

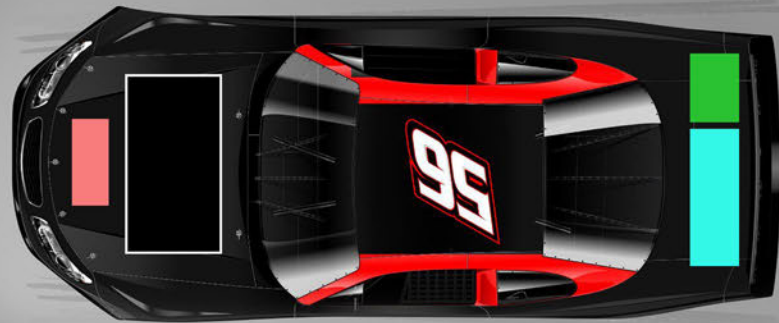
Hood, Quarter Panels, TV Panel, Deck Lid • Full Car Wrap
 • Trailer Graphics • Custom Driver's Suit

\$25,000

package d - associate

Lower Quarter Panels, TV Panel, Deck Lid

\$7,000



PLACEMENT PRICING

\$8,000

\$2000

\$1200

\$1000

\$4000

\$500

\$500

\$5000

\$5000

\$400

\$1200

\$250

\$250

\$5000

\$400

EVAN BEAULIEU

Thank you!

Contact us and let us show you how we can help you achieve your 2026 marketing goals!

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