



TEXAS KARTING LEAGUE

# 2026 **PARTNERSHIP** OPPORTUNITIES

5 CHAMPIONSHIP ROUNDS · 4 TEXAS FACILITIES

TKLRACE.COM · ROUND 1: APRIL 10-12, 2026

## SPONSORSHIP TIERS

# THREE LEVELS. ONE MOTORSPORT AUDIENCE.

## TITLE / PRESENTING SPONSOR

**\$7,000** / Full Season

*Ideal for: National kart brands (OTK, BIREL, KSG), engine distributors, large motorsport businesses*

- › Series naming rights — "TKL Presented by [Brand]" on all materials
- › Logo in every social media post across all platforms
- › Logo on electronic boards & dual TV displays at all events
- › Logo on TKL website, email header, championship standings
- › 10 visitor pit passes per round (staff, guests, product demos)
- › Mentioned in all press releases & pre-event announcements
- › Top position & largest logo on podium backdrop (all 5 rounds)
- › Dedicated spotlight posts each round (IG, FB, X, TikTok)
- › Logo on feather flags, banners, and all TKL marketing materials
- › Prime vendor/display space at all 5 rounds — no vendor fee
- › TKL branded apparel for sponsor representatives
- › First right of renewal for 2027 season

EXCLUSIVE · 1 AVAILABLE  
TIER 1

## CLASS SPONSOR

**\$1,750** / Full Season

*Ideal for: Race teams, kart shops, karting manufacturers, local businesses, individual supporters*

- › Class naming rights — e.g. "Rotax Senior MAX by [Brand]"
- › Podium backdrop logo at all sponsored rounds
- › Logo on electronic boards & TV displays during class sessions
- › 4 visitor pit passes per round
- › Logo on class-specific trophies and awards every round
- › Social posts tagging sponsor for every class race result
- › Vendor/display space at sponsored rounds — no vendor fee
- › Logo on TKL website class listing & championship standings

TIER 2 · 13 AVAILABLE FROM 15 TOTAL

## COMMUNITY / SUPPORT SPONSOR

**\$500** / Season

*Ideal for: Families, local businesses, karting suppliers wanting entry-level brand visibility*

- › Name / logo on TKL sponsor recognition banner at all events
- › Logo listed on TKL website sponsor page and registration portal
- › Social media group shoutout (season opener & closer posts)

TIER 3 · OPEN

BENEFIT	TIER 1 \$7,000	TIER 2 \$1,750	TIER 3 \$500
Series / Class Naming Rights	Series	Class	—
Podium Backdrop Logo	All 5 Rounds	All Rounds	—
Social Media Posts	Every Post + Spotlights	Per Result	Seasonal
Electronic Boards / TV Displays	All Events	Class Sessions	—
Vendor Space	All 5 Rounds	Sponsored Rounds	—
Pit Passes	10 / Round	4 / Round	—
Website Listing	Header + Standing	Class Page	Sponsor Page

**Custom packages available.** Contingency awards, demo space, or social campaigns can be added to any tier. Contact us to discuss.

## THE SERIES

# TEXAS'S PREMIER KART RACING SERIES

TKL is Texas's premier multi-class kart racing series — **5 championship rounds** across **4 iconic Texas facilities** in 2026. Building on **45% entry growth** in our inaugural 2025 season and social media engagement rates **4x above industry average**, TKL delivers focused, measurable exposure to a passionate motorsport audience.

<b>85+</b> PROJECTED ENTRIES PER ROUND	<b>250+</b> ON-SITE ATTENDEES PER ROUND	<b>7.7%</b> INSTAGRAM ENGAGEMENT RATE	<b>5</b> CHAMPIONSHIP ROUNDS 2026
<b>45%</b> ENTRY GROWTH 2025 SEASON	<b>127K</b> WEBSITE PAGEVIEWS (2025)	<b>4x</b> ABOVE INDUSTRY ENGAGEMENT	<b>4+</b> ENGINE CLASSES RACING



### FULL 2025 WEB STATS — SCAN TO VIEW

Live website analytics, social media performance data, and audience demographics. Real numbers from a real season — not projections.

### ON-SITE ATTENDEES

- Drivers & families — multiple per entry
- Race team crews & coaches
- Industry manufacturers & dealers
- Kart shop owners & mechanics
- National series scouts

### ONLINE & DIGITAL REACH

- Live timing viewers via Alpha RaceHub
- ~500+ Discord community members
- Instagram, Facebook, X, TikTok followers
- USA, Mexico, Canada, Ireland web traffic
- 10,988 unique website visitors (2025)

### 2026 CHAMPIONSHIP SCHEDULE

**ROUND 1**  
**April 10–12, 2026**  
 KartMoto (Clockwise) · Cresson, TX

**ROUND 2**  
**May 22–24, 2026**  
 Gulf Coast Karters · Katy, TX

**ROUND 3**  
**July 10–12, 2026**  
 KartMoto (Counter-Clockwise) · Cresson, TX

**ROUND 4**  
**August 14–16, 2026**  
 Speedsportz · New Caney, TX

**ROUND 5**  
**October 2026 — TBA**  
 Venue TBA

### 2026 CLASSES

**ROTAX 125**  
 Senior MAX, Masters MAX, Club MAX,  
 Junior MAX, Mini MAX, Micro MAX,  
 DD2 Senior/Masters

**BRIGGS LO206**  
 Cadet, Junior, Senior, Heavy/Masters

**TILLOTSON** NEW  
 T4 Senior, T4 Heavy/Masters

**FZ125 SHIFTER** NEW  
 Senior, Masters

## PERFORMANCE DATA

# REAL NUMBERS. REAL GROWTH. REAL MOTORSPORT AUDIENCE.



## SOCIAL MEDIA PERFORMANCE

Instagram Engagement Rate	<b>7.7%</b>
Industry Average (Instagram)	1.8%
Facebook Engagement Rate	<b>5.95%</b>
Industry Average (Facebook)	1.1%
vs. Industry Benchmark	<b>3-4x above</b>
Socialinsider Rating	<b>"Excellent" 2026</b>
Website Pageviews (2025)	<b>126,864</b>
Unique Website Visitors	<b>10,988</b>

## ON-SITE VISIBILITY ASSETS

Podium Backdrop	<b>Full panel, all 5 rounds</b>
Electronic Boards	<b>2 boards incl. grid-side</b>
TV Displays	<b>2 screens at scales, rotating</b>
LED Start/Finish Board	<b>4x4 ft, lap count control</b>
Feather Flags	<b>Trackside, entrance, pit lane</b>
Alpha RaceHub App	<b>Live timing — families &amp; teams</b>
Discord Community	<b>~500+ members</b>

## NATIONAL PATHWAYS & SERIES PARTNERSHIPS

TKL's first **3 rounds** qualify Rotax Championship leaders for a **full paid entry ticket** to the **US Trophy Finals** at New Castle Motorsports Park, Indiana. TKL is also working with the **Apex Racing Series** to announce entry tickets — official announcements in development.

## FEATURED CLASS SPONSOR OPPORTUNITY

### BRINGING SHIFTER RACING BACK TO TEXAS



The **FZ125 Sr Shifter** class joins TKL in 2026 as one of the most exciting additions to the Texas karting scene — Senior and Masters divisions this season, with Junior classes (FZ85) expanding in **2027**. FZ Shifter delivers a simplified, reliable platform with a lease program — the fastest-growing shifter program in the country.

fzshifter.com

#### 2026

FZ125 Senior & Masters launching at TKL

#### 2027

FZ85 Junior classes coming to TKL

#### \$10K

FZ Gold Rush 2026 prize program

## TKL CUSTOM BRANDED ROUND EVENTS



**2025 ROUND 1**  
GCKI · Gulf Coast Karters



**2025 ROUND 2**  
Galactic Derby · SpeedSportz



**2025 ROUND 3**  
King of the Hill · KartMoto



**2026 ROUND 1**  
Spring Forward · KartMoto



# READY TO PARTNER WITH TKL?

2026 SEASON · 5 CHAMPIONSHIP ROUNDS

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**Sponsorship positions are limited and will be offered on a first-come, first-served basis.**

2026 season begins April 10. Contact us to reserve your tier.