

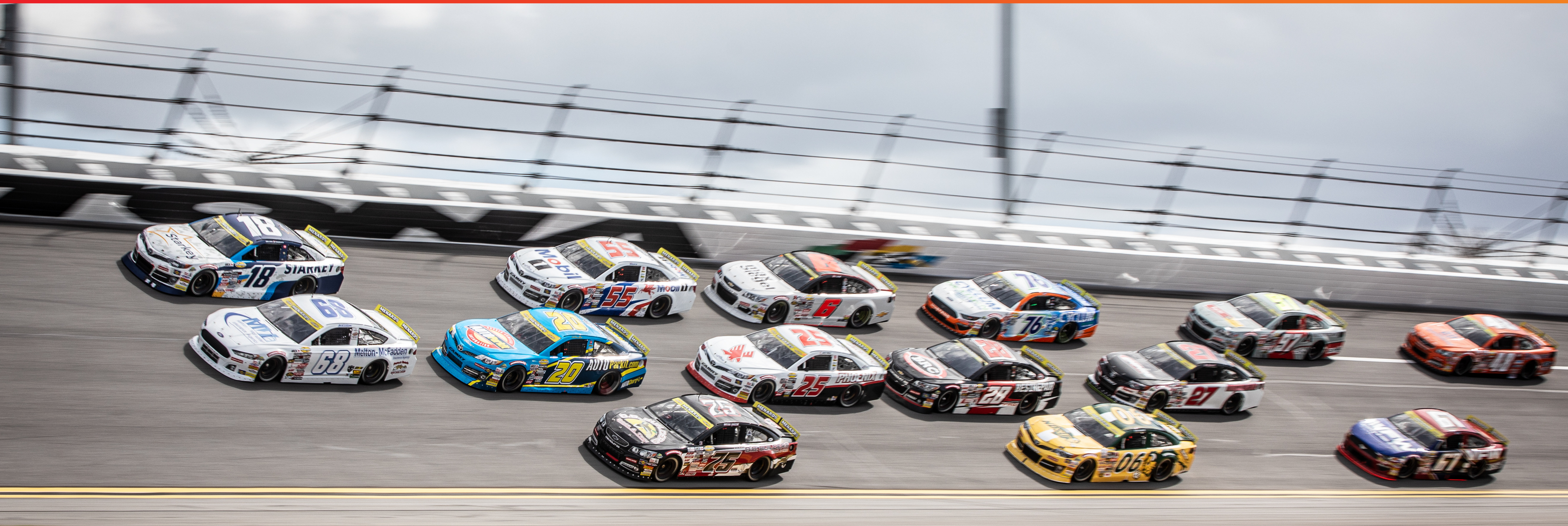


EAST

WEST

PR & MARKETING

SUMMIT 2026



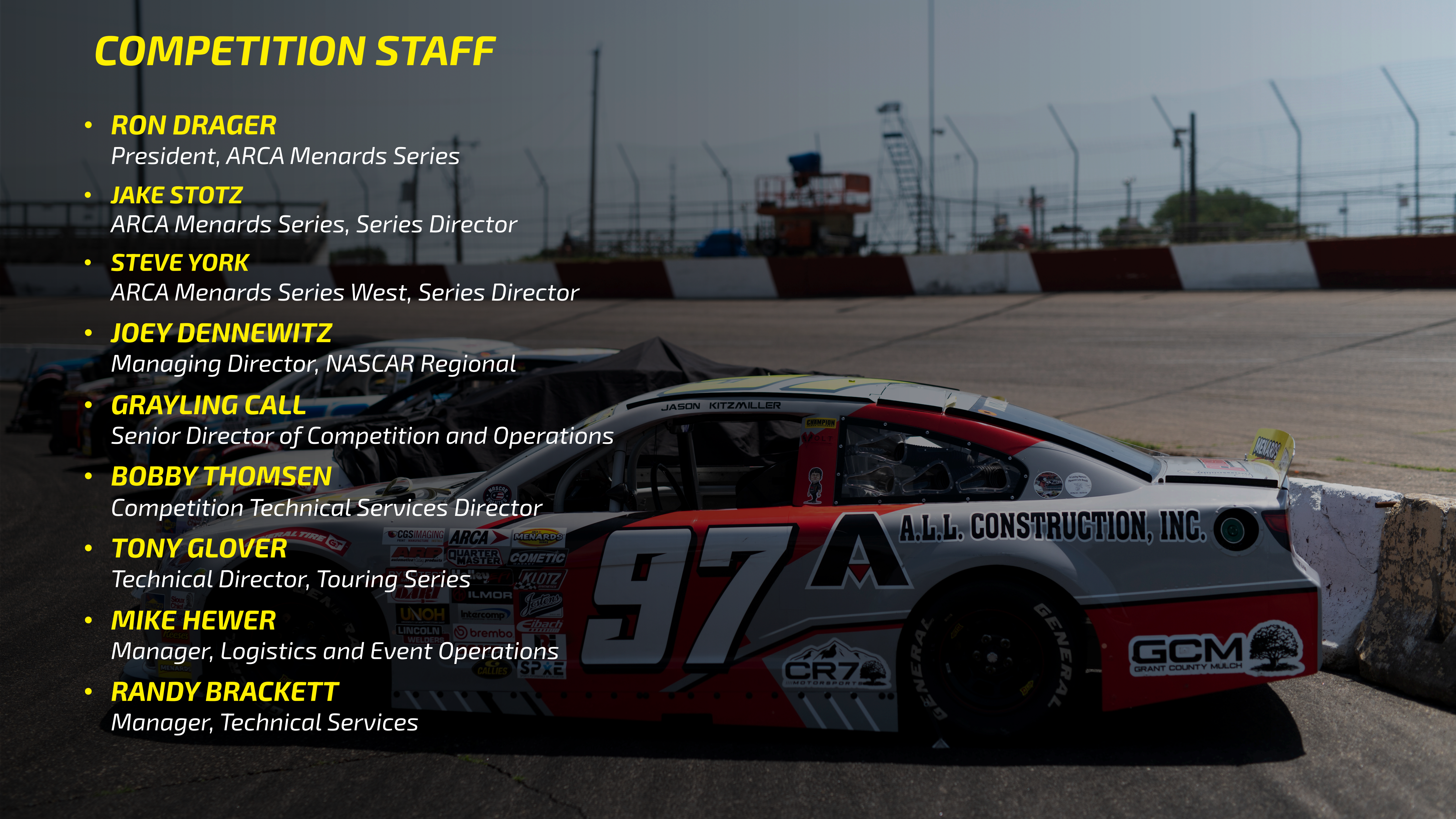
REGIONAL

ARCA STAFF INTRODUCTION



COMPETITION STAFF

- **RON DRAGER**
President, ARCA Menards Series
- **JAKE STOTZ**
ARCA Menards Series, Series Director
- **STEVE YORK**
ARCA Menards Series West, Series Director
- **JOEY DENNEWITZ**
Managing Director, NASCAR Regional
- **GRAYLING CALL**
Senior Director of Competition and Operations
- **BOBBY THOMSEN**
Competition Technical Services Director
- **TONY GLOVER**
Technical Director, Touring Series
- **MIKE HEWER**
Manager, Logistics and Event Operations
- **RANDY BRACKETT**
Manager, Technical Services



PARTNERSHIPS & MARKETING OPERATIONS STAFF

- **JESSE HARRIS**
Managing Director, ARCA Partnerships & Business Operations
- **DAN STUART**
Director of Partnership Marketing, ARCA Menards Series
- **RYAN MULLER**
Manager, Marketing Operations and Events, ARCA Menards Series
- **BOB DUVAL**
Managing Director, Business Development, Contingency and Competition Programs, NASCAR
- **LAURIE ROBINSON**
Director, Contingency and Competition Programs, NASCAR
- **LAUREN WESCOAT**
Senior Director, NASCAR Regional Operations
- **INDIA MARTIN**
Coordinator, NASCAR Regional Operations



COMMUNICATIONS, DIGITAL, & BROADCAST STAFF

- **CHARLES KRALL**
Manager of Communications, ARCA Menards Series
- **RAY SMITH**
Director of Racing Communications, NASCAR Communications
- **TADD HAISLOP**
Manager of Roots Content, NASCAR Digital Media
- **ADAM FENWICK**
Sr. Coordinator of Roots Content, NASCAR Digital Media
- **SUSAN WONG**
Sr. Coordinator, Social Content, NASCAR Regional
- **ANNA RUTH RIGGINS**
Coordinator, Social Content, NASCAR Regional
- **BRANDON WHITE**
Coordinator, Roots Content, NASCAR Regional
- **LAUREN HILL**
Sr. Manager, Broadcasting, NASCAR
- **DAN BARKER**
Managing Director of Content Strategy and Distribution, NASCAR
- **JOE KELLY**
Access & Production Coordinator, Library & Licensing, NASCAR



2026 BROADCAST FOX SPORTS/MRN RADIO

LAUREN HILL

Sr. Manager, NASCAR Broadcasting

2026 ARCA MENARDS SERIES Broadcast Plan

FOX Sports

FOX Sports to carry 1 ARCA Menards Series race on FOX, 13 on FS1, and 6 races on FS2

- Distribution of ARCA Menards Series races to significantly increase

FLORACING

- Standalone ARCA Menards Series West and ARCA Menards Series East races to continue to air live on FloRacing

MRN

- Select races will air live on MRN Radio platforms.

SIRIUS/XM

- Select races will air live on NASCAR Channel 90 or alternate channel.





2026 LICENSING & VIDEO POLICY

JOE KELLY

Access & Production Coordinator of Library & Licensing, NASCAR

TEAM/DRIVER SOCIAL CONTENT CAPTURE

- Teams with 2 cars or less – 1 video person at track for no access fee
- Teams with more than 2 cars – 2 video people at track for no access fee
- Drivers may have their own video person in addition to above for no access fee – 1 per driver
- Footage can be used on Team/Driver social channels only for no licensing fee
- Content people must wear a vest at track and attend mandatory Zoom photo meetings when they occur at high profile events
- Team/Driver rep must reach out to Licensing Support to complete paperwork before the position is approved (licensing support@nascar.com)
- Free access is only for team/driver social use, sponsors must be licensed through Licensing Support and pay fees
- Deadline to submit all requests for content capture is one week before the event weekend



ACCESS & LICENSING POLICY



2026 COMMUNICATIONS PLAN

CHARLES KRALL

Manager of Communications, ARCA Menards Series



HEADSHOT PHOTOS WILL BE MANDATORY FOR ALL DRIVERS AT THEIR FIRST EVENT IN 2026.

Photo sessions will be scheduled at Daytona, Phoenix, and Hickory- Times will be assigned pre-event

Drivers must have a photo on file before they are eligible to practice.

Headshot photo will be taken with driver uniform. Please make sure all mandatory uniform patches affixed to the uniform before arriving to get your photo. **Please bring helmet and gloves if possible.**

Any remaining event, please have your driver take a photo in uniform in front of a solid white wall. Please email that photo to

Charles Krall - ckrall@arcaracing.com



HEADSHOT PHOTOS

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The goal of our communications plan is to create as much interest, exposure, and goodwill in the ARCA Menards Series, our races, our teams, our drivers, and our sponsors as we possibly can.

Through coordinated efforts with all of our stakeholders, we strive to increase awareness with hardcore race fans and the casual, general sports fans in each of the markets that will host a race across the ARCA Menards Series platform in 2026.



COMMUNICATIONS PLAN 2026



- What is the ARCA Menards Series?
- ARCA's tagline is "We Build Champions".
- Drivers racing in the ARCA Menards Series are hoping to follow in the footsteps of dozens of other drivers who got their start in ARCA.
- Current number of drivers in the NASCAR National Series have competed in ARCA
- History of the ARCA Menards Series, ARCA Menards Series East & West



COMMUNICATIONS PLAN 2026



ARCA Menards Series races are fan friendly, with reasonably-priced tickets that offer fans numerous opportunities throughout the season to get up close and personal with the drivers, teams, and cars.

For those who cannot attend in person, each of the 20 ARCA Menards Series races are televised live on FOX, FS1 and FS2 while the East and West races are streamed live on Flo Racing. MRN Radio will provide live radio coverage of select races.



COMMUNICATIONS PLAN 2026



THE ARCA MENARDS SERIES WILL CONTINUE TO UTILIZE ARCARACING.COM AS THE HUB FOR ALL ARCA-RELATED NEWS, TIMING & SCORING, AND PHOTOS.

ARCA's social channels have taken larger role in driving traffic to the website and will also be the where in-race updates, videos, and fan interaction will take place.

ARCA will publish pre-event "Pit Box" updates previewing each event across the platform, as well as post-race recaps and notes packages.

**COMMUNICATIONS
PLAN 2026**



ARCA media outreach will focus on unique human-interest stories, especially those that are relevant to each local race market, that do more than talk about racing.

Teams have been given access to ARCA's media contact list and are encouraged to do their own media outreach with unique story ideas.

ARCA will support unique team stories through outreach assistance and/or publication on the website and social channels.

ARCA will produce and share tune-in graphics for each race that can be shared via driver and team social channels.

COMMUNICATIONS PLAN 2026



ARCA will produce unique content with drivers at all events in 2026. That content will be used on all of ARCA's digital channels.

Drivers will be invited to participate in periodic mid-week Zoom media availabilities throughout the season.

The top finishers at select races will participate in post-race press conferences and/or Zoom availabilities at the direction of ARCA marketing and communications staff.

COMMUNICATIONS PLAN 2026





2026 TEAM SOCIAL & DIGITAL SUPPORT

TADD HAISLOP

Manager of Digital Editorial, NASCAR Digital Media

SOCIAL MEDIA

Unique content shared on X (formerly Twitter via @ARCA_Racing, on Facebook facebook.com/ARCARacing, on Instagram @arcaracing and @nascarregional, on TikTok @nascarregional

We will help amplify as much team content as we can, via all channels. Coordinate directly with Tadd Haislop, Adam Fenwick, Brandon White, Anna Ruth Riggins, and Susan Wong.

Susan Wong – swong@nascar.com

Anna Ruth Riggins – ariggins@nascar.com



SOCIAL MEDIA SUPPORT

ARCARACING.com

ARCARacing.com will continue to be the main hub for ARCA-related content.

In addition to unique content, features, and video, ARCARacing.com is the exclusive source of live timing & scoring information for each on track session across the platform.

ARCARACING.com
SUPPORT



2026 PARTNERSHIP INFORMATION

JESSE HARRIS

Managing Director, Partnerships & Business Operations
ARCA Menards Series





- Menards is the 3rd largest home improvement retailer in the U.S. with over 350+ stores in 15 states.
- Menards has been a supportive of American motorsports for over three decades.
- ARCA's relationship with Menards began in 2009.
- The relationship is growing stronger each season.
- If you see a Menards representative or Vendor partner this season, please stop and thank them for supporting our platform.
- Last season, ARCA signed a multi-year renewal with Menards as the series title sponsor for all three series



ARCA / MENARDS RELATIONSHIP



**FOUR (4) MAJOR VENDOR PARTNERS WHO
SUPPORT THE MENARDS SERIES
ENTITLEMENT:**



ARCA Platforms they support:

- **Procter & Gamble:** Bounty Rookie Challenge
- **Richmond Water Heaters:** Halfway leader award program
- **Reese's:** Reese's Sweet Move of the Race
- **Sioux Chief:** Sioux Chief PowerPEX Pole Award

**MAJOR
ARCA MENARDS
SERIES VENDOR
PARTNERS**



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TEAM PARTNER NEEDS – SERIES ASSETS

- TV Spots
- Access & V.I.P. Tickets
- Suite Access
- Hospitality
- Display

Teams interested in purchasing series and track assets should contact **Jesse Harris - jaharris@arcaracing.com**

TEAM
PARTNER
NEEDS



2026 PARTNERSHIP INFORMATION

JAKE STOTZ

ARCA Menards Series, Series Director



At-Track Hospitality

- Menards or Vendor Partner Contracts
- Driver Q and A Sessions

Store Appearances

- Back for 2026
- Jeff Abbott from Menards will coordinate these; requests will be direct
- Great turnout so far from teams, a few slots remain....THANK YOU!!

Discount Tickets

- If you purchase race tickets in store at a Menards, \$10 discount
- Select Markets only

Ryan Muller- rmuller@arcaracing.com



MENARDS IN-SEASON ACTIVATIONS

AUTOGRAPH SESSIONS

- At certain events, ARCA will conduct autograph sessions
- Some will be required, others will be optional
- Logistics for each session will be sent via email race week

NASCAR EXPERIENCE STAGE

- NASCAR provides a stage in the display area for fans; produces pre-race content
- Only available at Cup Conjunction event weekends
- If time allows, NASCAR will let us conduct a few driver Q and A's during the weekend

OTHER AT TRACK ACTIVATIONS



The 2026 driver fire suit guide is now available via the [ARCARacing.com](https://www.arcaracing.com) competitor's site.

Please make sure all patches are affixed to the uniform before on-track activity.

Please be prepared post-race with patches. If a driver does not have one the mandatory patches on during post-race interviews, they are **subject to a fine**.

Patches are available in the ARCA Hauler, or email to request: **Jacob Stotz - jstotz@arcaracing.com**

2026 FIRE SUIT GUIDE



THE 2026 FENDER DECAL GUIDE IS NOW AVAILABLE.

All mandatory decals must be placed on the car before the start of practice. If a car does not have the mandatory decals on the car before practice, they are subject to loss of practice time until the decals are placed.

Decal packs will be distributed by SRI Performance.

Please contact Sasha Dierker at SRI Performance (704) 662-6982/ (sdierker@sriperformance.com) to request decals. They will also be available on all ARCA Haulers.

If a decal is not available at the track, a team will be given credit for the decal and be eligible for the award.

At all ARCA races, your team must display the AMS Flag on the hauler. This will be documented at each race for awards eligibility.

2026 FENDER DECAL GUIDE

The 2026 Race Event and Year-End Awards Guide will be available via the ARCARacing.com competitors' site throughout the season.

The book breaks down all sponsors in the series.

- Payout for per race awards
- Payout for end of the year awards
- Whether a decal, use of product and/or uniform patch is required for eligibility to receive the award(s)

ONE AWARD YOU MUST DECLARE FOR:

- Cometic Crew Chief of the Year
- Send to jstotz@arcarracing.com

2026 AWARDS GUIDE



Teams with potential sponsorship that may fall into a questionable classification must contact ARCA for prior approval, in writing.

Some Example Industries Include: Gambling, Political Campaigns, Political Super-PACs, Tobacco, CBD, Firearms, Distilled Spirits, Other Sport Entities

For any team sponsor questions, please contact:

Jacob Stotz - jstotz@arcaracing.com

ARCA MAY REJECT ANY PLAN OR SPONSOR AT ANY TIME IN ITS SOLE DISCRETION

SPONSOR GUIDELINES



PRE-RACE

Driver Introductions

- Pre-Race stage
- Done at Car
- Must be at respective location 5 minutes before Driver/Intros
- An ARCA official will line you up at the stage or make sure you are at your car at the correct spot
- If not at respective location given in driver's meeting, **driver subject to penalty**



PRE-RACE PROTOCOLS



VICTORY LANE RUN OF SHOW

- Driver/Car straight to interview area (victory lane or start/finish line) after checkered flag
- TV Interview
- Radio Interview, if applicable
- Track Trophy Presentation
- Hat Dance
- Media Availability
- Remaining Top 5 – driver and car - please wait for TV interview until dismissed by an ARCA official

VICTORY LANE PROTOCOLS

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THANK YOU!