

SPONSORSHIP

Proposal



ATLAS
OFFSHORE RACING

ATLASOFFSHORERACING.COM

ABOUT ATLAS RACING



We're thrilled to be joining the P1 Offshore Super Stock Class in the 2023 season.

Joining the team and bringing decades of experience is Tanner Lewis driving, Billy Moore on Throttle and Iván Cintrón as Crew Lead.

Together we're going to be pushing the limits of speed on the water and want to take you along for the ride!

WHY CHOOSE US?



GLOBAL EXPOSURE

With a television exposure audience of 2,795,242 social media impressions of 30.07M and 1.8M YouTube views, the P1 Offshore is a credible and global marine motorsport platform.



FAMILY ENTERTAINMENT

Our race events combine high-speed, free-to-watch sport and family entertainment, attracting hundreds of thousands of spectators and millions of television viewers around the world.



GREAT TEAM

A professional, world-class team is behind the ATLAS Racing brand, ready to deliver and drive brand-awareness for your organization.

ATLAS RACING TEAM



TANNER LEWIS



BILLY MOORE



IVÁN CINTRÓN

TEAM & ROLES

TANNER LEWIS | OWNER, DRIVER

Tanner is an accomplished offshore powerboat driver having raced with Paint Factory Racing (S-29) – a 32-foot Doug Wright – in the Super Class for over 4 years before launching Atlas Offshore Racing.

When Tanner is off the water, he's a serial entrepreneur actively running Porcelains Unlimited, Lewis Transcontinental, and Knecto.

BILLY MOORE | THROTTLE

Billy is world-renowned for his experience in offshore powerboat racing. He brings a wealth of knowledge in real-world rigging and setup and of course, throttling. In 2017, he throttled CT Marine in the Super Boat International's Unlimited class. In the 2019 season, he throttled the Supercat-class CJ Graydel MTI.

We're honored to welcome Billy to the team!

IVÁN CINTRÓN | CREW LEAD

Ivan is an avid Offshore racing enthusiast with great experience in high performance boating. He manages all the logistics in preparation for the boat to be in race worthy condition before each testing and race day. He is very knowledgeable, methodical and organized when performing his duties.

When he's not on the race boat, he's on his own high-performance Cat or jet-ski enjoying the water. He is also an accomplished bicycle racer who loves Mountain bike, Cyclocross and Road racing.

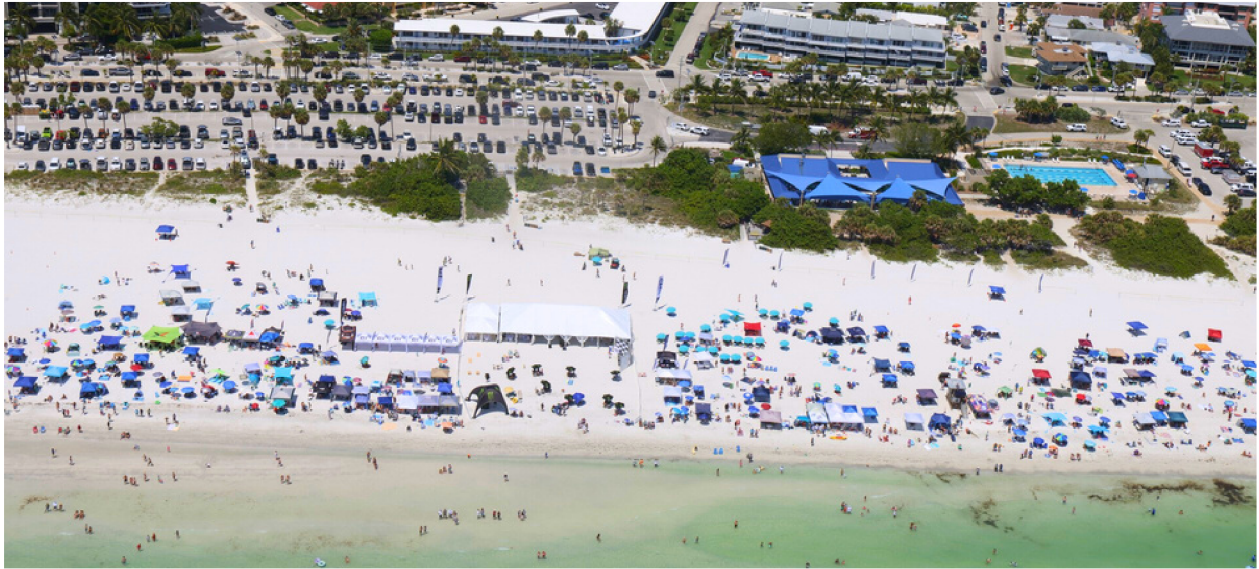
Iván is a tremendous asset to the Atlas team before and during the racing events!

ATLAS SPECS



Length:	32'
Beam:	120
Hull Type:	Catamaran
Manufacturer:	Doug Wright
Year of Build:	2021
Construction Material:	Carbon Kevlar
Primary Hull Color:	Black
Canopy Color:	White
Engine Make:	Mercury Racing
Number of Units:	2
Engine Capacity:	193 CU / V-6
Engine HP:	300 HP
Total HP:	600 HP
Inboard/Outboard:	Outboard

P1 OFFSHORE STATS



NIELSEN SPORTS TV MEDIA EVALUATION

2.80M

Total **cumulative audience** for P1 Superstock in 2021.



1,638

Broadcasts of the 2021 championship across **51 channels**.



967K

Audience recorded in **Pan Asia**, **34.6%** of the total global audience.



711K

Total audience for the **Michigan City** round, the highest audience of the season.



£7.8M (100% AVE)

Value delivered to all brands monitored across the season. **Asia Pacific** generated **£5.0M**, equating to **64.1%** of the global total.



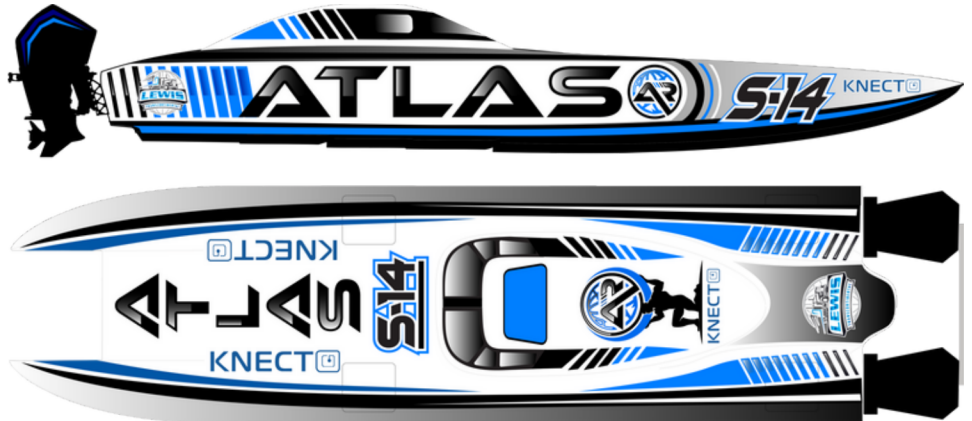
£3.9M (100% AVE)

P1 Offshore was the top brand in terms of 100% AVE value generated, with a total share of **50.4%** of all partner media value recorded.



SPONSORSHIP PACKAGES

By aligning your business with Atlas Racing, you gain more than just exposure; you become an integral part of our success story. As a sponsor, your brand will command the spotlight at high-profile racing events, reaching a global audience of passionate enthusiasts and adrenaline seekers.



BOAT SPONSORSHIP OPTIONS

- 01** **Main Sponsor**
Size 7' to 9' wide x 2' to 3' high. Entire boat sponsor upon request.
- 02** **Brand Ambassador Sponsor**
Size 3' to 4' wide x 2' to 3' high. Reach a global audience.
- 03** **Hotel / Restaurant Sponsor**
Size 3' to 4' wide x 2' to 3' high. Boat will be parked in front of establishment before the race.

CONTACT US TODAY FOR MORE INFORMATION & TO SECURE YOUR SPONSORSHIP
Call (727) 434-0600 or Email tanner@atlasoffshoreracing.com