

# SPONSORSHIP

*Proposal*



# ABOUT ATLAS RACING



Atlas Racing is proud to compete in the **2026 IHRA Unified Offshore Racing Series**. Following the late 2025 acquisition of P1 Offshore by the International Hot Rod Association, Atlas Racing is now part of the sport's new era of unification, innovation, and global reach

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

IHRA has committed a **\$1 million production budget** for high-quality broadcast coverage in 2026. This content is distributed through the national partnership with **SPEED SPORT 1**, reaching potential viewers across platforms including **Amazon Prime, The Roku Channel, and Pluto TV**, offering exposure to 'hundreds of millions' of connected-TV households globally.



### FAMILY ENTERTAINMENT

The IHRA series attracts a **family-centric, multi-generational audience** at the race site, supported by IHRA's long history of junior programs (Junior Dragster, Teen Championship Racing). This audience offers strong alignment for partners in the automotive, powersports, outdoor, and DIY categories.



### 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 300R
Number of Units:	2
Engine Cylinders/Displacement:	4.6L V8
Engine HP:	300 HP
Total HP:	600 HP
Inboard/Outboard:	Outboard

# IHRA 2026 SERIES



## STABILITY & FINANCIAL COMMITMENT

**\$7 MILLION+**



### Total Operating Budget:

The minimum operating budget committed by the IHRA for its offshore racing initiatives in the 2026 season, signaling major financial stability for the sport.

**\$2 MILLION PURSE**



### Racer Incentive & Legitimacy:

The substantial announced prize money for the 2026 offshore racing series, which is essential to legitimize the sport and ensure consistent participation by top teams.

## GLOBAL CONNECTED-TV REACH



### Audience Exposure:

Potential exposure to "hundreds of millions" of connected-TV households globally through the national partnership with SPEED SPORT 1, distributed across platforms like Amazon Prime, The Roku Channel, and Pluto TV.

## \$1 MILLION PRODUCTION INVESTMENT



### Broadcast Quality:

The dedicated budget for high-quality production in 2026 ensures professional coverage for all events, with IHRA also planning to buy prime time syndicated spots for its motorsports content.

# 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](mailto:tanner@atlasoffshoreracing.com)