

SPONSORSHIP

Proposal



ATLAS
OFFSHORE RACING

ATLASOFFSHORERACING.COM

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



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, Eternal Timekeeper, and Knecto.

JAY PRICE | THROTTLEMAN

Former UIM F1 Powerboat World Championship World Champion. Veteran of the XCAT World Championship. One of the most experienced throttlemen in offshore racing. Jay Price is officially coming out of retirement—and joining Team Atlas for the 2026 season. This class demands precision, trust, and timing—exactly where Jay's experience at the highest levels of the sport makes a difference.

DAN JOHNSON | CREW CHIEF

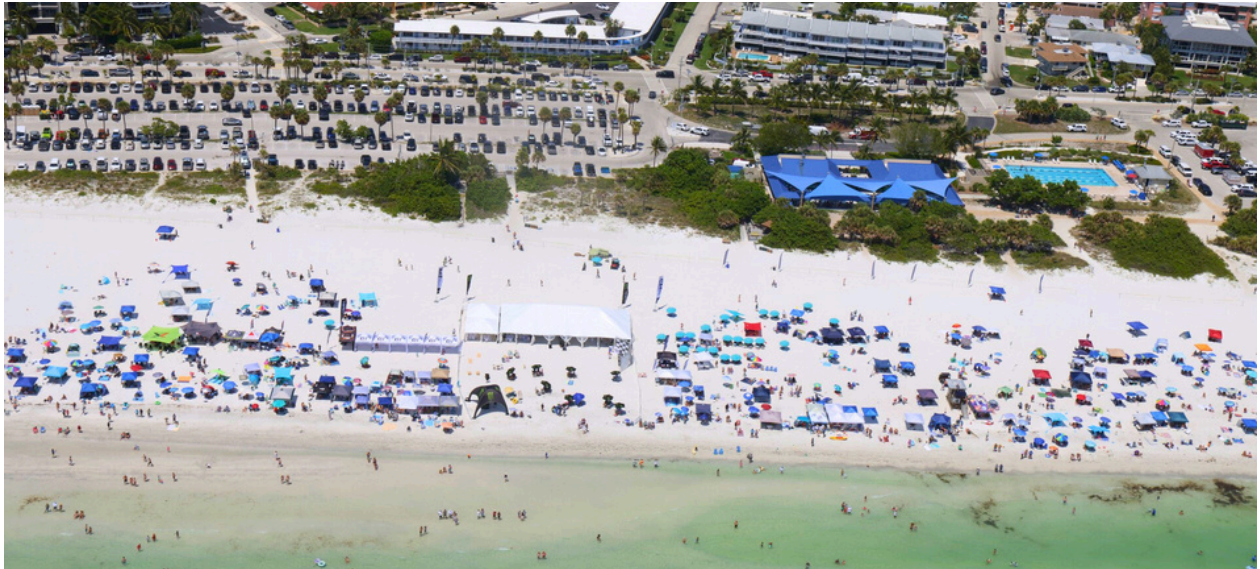
Dan Johnson serves as Crew Chief for Atlas Offshore Racing, bringing years of hands-on experience in high-performance marine rigging, race prep, and on-the-water support. Known for his attention to detail and calm execution under pressure, Dan plays a critical role in ensuring the team's equipment performs at the highest level when it matters most. From dialing in setup and optimizing performance to managing race-day logistics and troubleshooting in real time, Dan is the backbone behind the scenes. His deep mechanical knowledge, work ethic, and commitment to the team give Atlas Offshore Racing the confidence to push harder, knowing every detail has been handled.

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

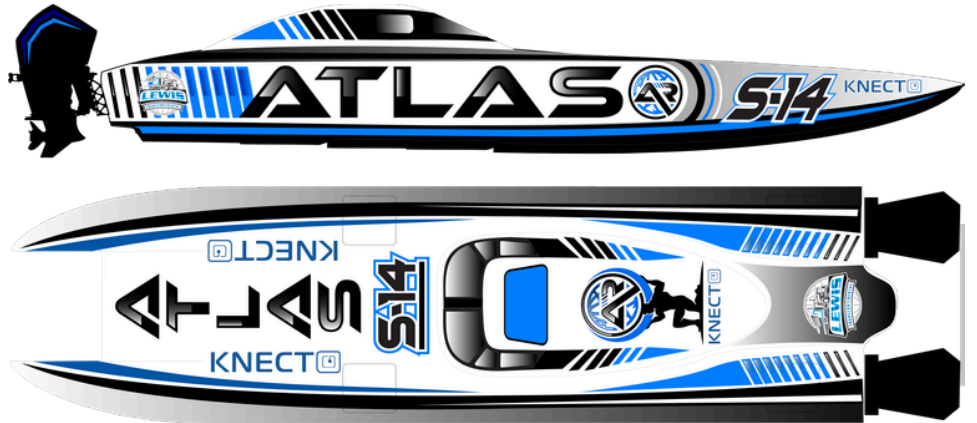


Broadcast Quality:

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