

TIRE RACK® ONE LAP OF AMERICA

SAVE THE DATE

OCT' 17-24, 2026



Oct 17: Shelby American (Registration)
Oct 18: Spring Mountain
Oct 19: WeatherTech Raceway Laguna Seca
Oct 20: Oregon Raceway Park

Oct 21: Thunderhill Raceway Park
Oct 22: Buttonwillow Raceway Park
Oct 23: Willow Springs Raceway
Oct 24: Shelby American



Special thanks to our sponsors who make this event possible and to those who donated to the Brock Yates' Memorial Fund through the Alzheimer's Association. To date, you have helped us raise over \$300,000. Make your donation at onelapofamerica.com.

2026 Tire Rack One Lap of America West Sponsorship Deck

For more information please contact: Solomon Rosenthal | solomon@lapdogsllc.com | 856.803.8621

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At a Glance

The Tire Rack One Lap of America Presented by Grassroots Motorsports Magazine

What it is:

The **One Lap of America** is the modern version of the Cannonball Run. Organized by the same family who pioneered the original event, today's One Lap is no kinder nor gentler than the original but infinitely more legal. The event honors Brock Yates' legacy by remaining the ultimate test of man and machine and an advertising dream with high profile cars turning into rolling billboards for thousands of miles.

The One Lap remains the ultimate challenge among automobile enthusiasts as well as major automobile manufacturers. Our unique combination of street and track driving makes the One Lap an ideal proving ground and test bed for new cars and technologies. Major manufacturers such as *Dodge, MOPAR, Ford, ROUSH Performance, Chevrolet, Mazda, Hennessey, Mallett, Porsche, SRT, BMW, Audi, Nissan, Subaru, Toyota* and *Honda* annually enter concept vehicles and factory entries of soon to be released vehicles.

How it works:

There is no illegal street racing allowed. The One Lap of America makes this very clear to our participants as it goes hand in hand with our top priority of Safety. For this reason the One Lap is structured in a way that leaves no incentive to speed excessively on the open road. Competitors are scored based off of track times only.

Competitors are grouped into run groups based on their speed and expertise. The run groups generally consist of 4-8 vehicles and are released on the track at timed intervals. Each group is allowed a single reconnaissance lap of the track and are then stopped on the start/finish line. At this point each car must complete 3 "hot laps" which are scored based on their total fast lap times.

There are normally two sessions daily with various other disciplines thrown in at times to shake the standings and competitors up. After the teams complete their last event for the day it is off to the next stop on the schedule. Upon arrival the teams find a place to stay (if they haven't made a reservation on the road) and rest up for the next set of events.

History of the One Lap of America

In the early 1970's Brock Yates, senior editor of **Car and Driver Magazine** created the now infamous **Cannonball Sea-to-Shining-Sea Memorial Trophy Dash**; a flat out, no-holds-barred race from New York City to Redondo Beach, California. Setting out to prove that competent, well trained drivers can indeed safely navigate the American highways at speeds somewhat in excess of the posted limits, Mr. Yates created a spectacle reminiscent of the days of the barnstorming pilots. But after five successful events with none of the slaughter and mayhem predicted by the safety Nazis; five events where the continent was ultimately traversed in 32 hours 51 minutes, Mr. Yates decided that he had made his point and it was now time to cash in with writing the screenplays for **Cannonball Run** and **Smokey and the Bandit II**. (And, to be honest, Yates recognized that it was only a matter of time before some militant, safety-crazed prosecutor would bring him up before a grand jury.)

Brock then set out to create a motorsports event that was accessible to the average Joe while capturing the excitement, lunacy and romance of the **Cannonball** without the threat of being called to testify in front of a Senate sub-committee. And so, in 1984, the first Cannonball One Lap of America was run with the start/finish in Darien, Connecticut. That year, the format was simple: circumnavigate the lower 48 United States and "guess Brock's mileage." The team that came closest to Brock's distance won. Brock is the first to admit that this format had its flaws and expected 1984 to be the first and last One Lap. To his dismay, he was flooded with inquiries requesting entry in the following year's event. A kinder, gentler successor to **Cannonball** had been born.

From 1985 through 1991 One Lap was run as a series of Road Rallies while lapping the U.S. Under this format, competitors were scored on the basis of following a set of precise instructions defining both route and speed. Thus there was a perfect time for each car to be at any given point throughout the Rally sections. A competitor was penalized for being either early or late to a Rally check point. Lowest score (fewest penalty points) won. Increasingly, Brock would also throw in a couple of autocrosses. These moderate speed events were run against the clock on courses set up in parking lots or on race courses with rubber pylons judiciously placed to keep the speeds down. Feedback from the competitors was enthusiastically in favor of more and faster speed events. Said Yates, "If these idiots had their way they'd be driving three abreast at Charlotte!"

Idiots or not, Brock listens to the One Lappers and starting in 1992 put the Cannonball One Lap of America on the format it uses today: Nearly twenty-four hours a day driving with competition taking place as time trials on race tracks throughout the country. The event, as it always has been, is foremost one of endurance and vehicle preparation. No support crews are allowed. The tires that are used on the street are the same ones that are raced on (one set per team). Although scoring is based on performance at the race tracks, the vehicles and their drivers must survive over 5000 miles of driving interspersed with the finest meals available at gas station convenience stores. Personal hygiene takes a holiday and friendships (sometimes marriages) are stretched to the limits as these competitors battle fatigue, weather, traffic and the demands of high-speed competition with both unknown amateurs and seasoned professional drivers like Parnelli Jones, Price Cobb, John Buffum, Elliot Forbes Robinson and Hurley Haywood.

Our Mission

It is our mission to continue spreading the message and philosophy of Brock Yates Sr. who believed that all automotive enthusiasts are equal, that the roads in this country should be used for adventure while being shared responsibly and courteously to all other motorists, and above all else; *"It's not what you drive it's how you drive it."*



Demographics/Participant Profile

The One Lap is a unique event which lends itself well to many different types of coverage and demographics. Our target demographic are males 30-50 years of age due to the nature (work flexibility) and cost (average entry spends \$12,000.00) of our event. Our participants have an average income of \$125,000 + with an average annual discretionary spending of \$60,000 +. Our participants associate with the luxury and motorsport lifestyle. They are tech savvy with a social media presence and are influential in their communities and circles. They are business owners and/or decision makers. They are loyal to the brands/sponsors/partnerships that support their beloved events.

Direct Participation

While well over 150 vehicles annually register and are waitlisted, for safety, we cap the event at 90 vehicles with each vehicle having a minimum of 2 drivers. This gives our event an average of 166-200 competitors. Vehicles range from daily drivers to one-off concept vehicles with the majority being cars that are dedicated for local track days/racing.

Our participants range from the first timers (Lap Puppies) to the veterans (Lap Dogs). The talent ranges from the average Joe to professional racing drivers such as Lehman Keen, Jack Roush Jr., Billy Johnson, Hurley Haywood and David Murray.

Fan Participation

Even though the One Lap takes place all throughout the week we have excellent fan participation at many of the large tracks we visit. The fan participation at the tracks is largely based on how easily accessible the tracks are to nearby major cities. At tracks such as Daytona, VIR, Sebring, Hallett and Road America we generally see 200-250 fans. At smaller venues we generally see 50-150 fans. The fans come in waves throughout the day and have access to the participants as well as prime locations to take video and photos. The One Lap is extremely fan friendly. We offer the chance for the fans to see amazing vehicles, that they often only read about, up close as well as experience them on the track only yards away. The result of the event and its participants welcoming fans is an ever expanding fan base and a growing social media presence.

Media Coverage

Apart from the extensive daily live streaming and updates, The One Lap of America is covered in a variety of formats; print, radio, television, and live-cast. Our Print Partner is Grassroots Motorsports Magazine, the premier publication for our target demographic. We have enjoyed coverage in Motor Trend, Car and Driver, Automobile magazine and are featured in many of the brand specific publications annually such as Mopar Magazine, Muscle Mustangs and Fast Fords and BMW's Roundel. We also make every effort to make our way into local papers before the event comes through town to aid in driving interest to the tracks.

We actively work with our host cities to orchestrate daily media events as well as to engage the local community to build attendance/awareness.

Our Television coverage is orchestrated locally in conjunction with the tracks and some of the local businesses that sponsor trackside lunches. We are generally featured in the morning, afternoon, and evening broadcast news.

2026 Media Engagement Strategy

The One Lap is always focused on our goal of keeping our brand relevant and meaningful to automotive enthusiasts around the world. With this in mind the 2025 Media Engagement Strategy will consist of the following:

Social Media Content and Livestreaming

Content is king with the One Lap. Stories are great but it is the videos and photos that are the real interest drivers. Live-streaming is the most potent tool in our arsenal. In addition to the extensive official daily livestreams, we cross-link to all of the other competitors.

Social Media Alliances

One of the most successful strategies we implemented over the past few years has been to align our social media presence with other teams/brands running in our event. This allows the us to be introduced to much wider and more diverse demographic set. We plan to continue this strategy and increase our support of the more socially active teams by creating specific content for/with them.

Sponsor Alliances

The One Lap views sponsorship as more than just monetary support. We look to engage with each and every brand that supports our event to help draw eyes to their brand while promoting our event across the web. To this end we are actively engaging with our sponsors to create co-branded content that will be shared across channels leading up to, during and post event.

Strategic Partnerships

Building off of partnerships such as the one with South Bend/Mishawaka it is our plan to continue to work with the markets we visit as well as explore any and all partnerships that make sense for promotion of the One Lap brand. It is our philosophy to work with the communities that support the One Lap to spread our message and to inspire more people to join us.

Daily Content

Throughout the event we will release official daily written updates, photo galleries and exclusive video content via the official One Lap channels. This content is shared by our partners as well as numerous fans around the world.

Event Sponsorship Opportunities

Challenger Level \$21,000

- Large decal on all staff and participant vehicles
- Logo on official One Lap site, route book and all One Lap outlets for all of 2026 (minimum)
- 9 (minimum) Social Media posts (during week of event)
- Production of 2 co-branded content pieces
- Option to welcome drivers at Opening and Awards Celebrations
- Press Release

Ferrari Daytona Level: \$16,000

- Medium decal on all staff and participant vehicles
- Logo on official One Lap site, route book and all One Lap outlets for all of 2026 (minimum)
- 5 (minimum) Social Media posts (during week of event)
- Production of 1 co-branded content piece
- Option to welcome drivers at Opening and Awards Celebrations
- Press Release

Ambulance Level \$13,000

- Small decal on all staff and participant vehicles
- Logo on official One Lap site, route book and all One Lap outlets for all of 2026 (minimum)
- 2 (minimum) Social Media posts (during week of event)
- Option to welcome drivers at Opening and Awards Celebrations
- Press Release

Media Sponsor \$12,500

- Prominent Logos on all media vehicles (sponsor provided)
- Large Logo on all staff vehicles
- Logo on official One Lap site
- All 2026 One Lap daily media updates branded with logo (brought to you by)
- All 2026 One Lap daily media content branded with logo (brought to you by)
- 5 (minimum) Social Media posts (during week of event)
- Production of 1 (minimum) co-branded content piece
- Press Release

Trackside Lunch (Call for details, rates vary per track)

- Banners at track/lunch area
- Option to address drivers at lunch
- Option to bring VIP's for on-track ride alongs with staff during lunch
- 2 (minimum) Social Media posts
- Press Release

Opening Celebration \$7,500

- Banners at Opening Celebration
- Option to address drivers
- 1 (minimum) Social Media Post
- Press Release

Awards Celebration: \$7,500

- Banners at Awards Celebration
- Option to address drivers
- 1 (minimum) Social Media Post
- Press Release

Trophy Sponsorship: \$3,000

A great way to promote your brand to the One Lap audience while celebrating the accomplishments of some of the best drivers in the country.

Passage Control Host: Call for Details

Have a business along our route that could use some promotion? Talk to us to learn how we can bring the One Lap experience to your door.