

RiverFront Grand Prix

OFF-ROAD RACING AT ITS BEST SINCE 1995

SPONSOR PARTNERSHIPS

A Thanksgiving-weekend off-road
racing tradition since 1995.



A RACE WITH REAL HISTORY. REAL LEGENDS.

1995

RFGP begins on the Arkansas River in Fort Smith, Arkansas when 95 riders line up for the first Thanksgiving-weekend race.

**FIRST 28
YEARS**

The race builds its Fort Smith legacy through extreme weather, floods, generations of racers and a growing ATV program.

2023

RFGP moves to Lost Lakes Adventure Park in Oklahoma City — beginning a new chapter without losing the old-school feel.

2026

Year 32. for Bikes and 27 for ATVs. The tradition keeps moving forward with a renewed focus on attracting more ATV racers.

A TRUE GENERATIONAL EVENT

Bobby Southard won the first RFGP overall in 1995 — and has raced all 31 events since.

Many other racers have attended 10, 20 or more RFGPs with some current pro class racers Having raced their first Riverfront in the Mini Class.

Current racers bringing their kids to RFGP just like their parents before.





A SPONSOR ISN'T BUYING A LOGO. THEY'RE BUYING ACCESS TO THE RIVERFRONT COMMUNITY.

364

AVERAGE ENTRIES AT OKC VENUE

8+

SURROUNDING STATES REPRESENTED

425+

ENTRIES 2 OF THE PAST 5 YEARS

1,000+

AVERAGE TOTAL ATTENDANCE

84%

TRAVEL >50 MILES FROM THE OKC METRO

5,000+

SOCIAL MEDIA FOLLOWERS

947,000+

CONTENT VIEWS IN THE PAST 12 MONTHS

51,000+

ENGAGEMENT IN PAST 12 MONTHS

**52% OF 2025 RACERS
WERE FROM OKLAHOMA**

20% - AR

17% - TX

11% - OTHER STATES

31 YEARS OF CHAMPIONS

Official Hall of Fame lists bike champions from 1995–2025 and ATV champions from 2000–2025.

THE PROOF IS IN THE RECORD.

SOCIAL MEDIA

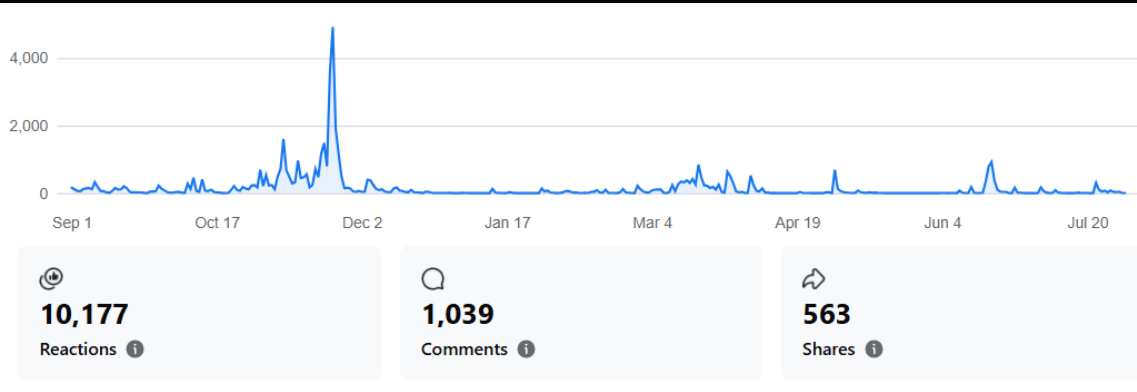
RFGP continues to develop a real online presence, not just a few posts right before race time, but a consistent, year-round presence!

Demographics:

- 45% Age 25-44
- 23% Age 45-54
- 22% Age 55+
- 10% Under 25

Followers:

- 29% OKC Metro
- 31% Fort Smith
- 9% Tulsa Metro
- 29% Other





MAKE YOUR BRAND PART OF RFGP WEEKEND.

The strongest assets are on-site exclusivity, high-traffic race zones, rider support and repeated brand visibility — not just a logo on a flyer.

TITLE / PRESENTING PARTNER

Presenting-name placement • category exclusivity • premium vendor/camping/pit space • hospitality + everything below

SOLD

ENTRY REDUCTION / T-SHIRT PARTNER

Exclusive banner ownership of a high-traffic race area • sponsor shirt, award and web placement • vendor space • social media plan

FIRST TURN / HOLESHOT CHALLENGE

Exclusive first-turn visual (shared with FMF Racing) • web placement • holeshot challenge activation • shirt, award and social media plan

PRO PURSE PARTNER

Put sponsorship dollars directly into racing • race entries/passes • trailside and vendor visibility

CUSTOM PACKAGES • MULTI-YEAR OPTIONS • SOCIAL MEDIA SUPPORT

Build the partnership around how the sponsor wants to partner with the RFGP racers.



SHIRT SPONSOR PROGRAM

BACK-OF-SHIRT SPONSOR PANEL

The back of the tee carries the SPR lockup and “Making Racing Affordable Again” across the top, with 14 sponsor spots tiered below it in the standard 12” x 16” print area--the higher the tier, the bigger the print.

Black 100% cotton tee • 2 color print

RFGP shirts are worn for years by staff, crew and riders

Top row: Genuine Polaris & Kawasaki Parts, with Wheeler Powersports

Tiers below: six spots at \$1,000 • eight at \$500