IN PURSUIT OF SPEED 5E



2025

NDE 5 racing

NOAH EISENHOWER

FREEPORT, ILLINOIS

MARKETING PROPOSAL



WHO IS NDE RACING?

A father and son Pro/Super Late Model race team out of Freeport, Illinois running on love of speed and competition. Formed in 2010, NDE Racing is owned by Gary Eisenhower Jr. with his son, Noah Eisenhower, behind the wheel. NDE takes pride in bringing a professional and courteous attitude to both fans and competitors alike. We feel that attitude is one of the most important contributors to our own success and to the success of our sponsors on and off the track. NDE Racing has evolved from a weekend hobby to being ran as a business.

In 2025, NDE will be competing at the Big 8 Late Model Series which features the top weekly short track Late Model drivers from Northern Illinois, Minnesota, and Wisconsin in eight marquee events. With champions and challengers going wheel to wheel, the Big 8 Series provides short track excitement. NDE will also be running in the Allstar Challenge Series racing against he best of the midwest in six premier events thoughout Wisconsin and Iowa.

GARY EISENHOWER // Owner/Crew Chief // Father

A semi-retired race car driver who competed in the Midwest Truck Series driving the #34 Chevy truck for two years at the Madison International Raceway. Worked as Crew Chief for *Reining Racing* helping them win the *2008 ASA Late Model Rookie* of the year win at Madison International Raceway. Worked as a NASCAR Official for eight years in the Elite Midwest Tour, Southeast Tour, NASCAR Truck Series, and the NASCAR Busch Series. Gary is committed to growing *NDE Racing* as a brand and helping Noah reach his short and long term goals in the racing world.

NOAH EISENHOWER // Driver // 20 yrs old // Son

Competes throughout Wisconsin, Illinois, and Iowa in an Asphalt Pro/Super Late Model. Over the past 15 seasons, Noah has collected an amazing 61 race wins, has won two track championships, four Rookie of the Year titles, and captured the 2018 Illinois Legends Young Lions Points Championship. The 2024 season was his 4th full year racing the asphalt pro late mode. It was a successful year of running at tracks he had never raced at before and while running in two different racing series throughout the midwest. In the Big 8 Series Season Championship, Noah finished 14th out of a field of 91 cars having only ran a partial schedule but finished well in each race to place that high. In the Allstar Challenge Series Season Championship, he finished 17th out of 35 competitors. Dropping from 9th to 17th due to being unable to compete in final race of the season. This was a very tough touring season with high car counts of 45 cars battling it out in the qualification stage for the 24 available spots for each race. Noah has won the resepct from his competitors both old and young since his ability is far beyond his young age as a driver. He shows great sportsmanship to all competitiors in his class.

MISSION

Our mission at NDE Racing is to be committed to treating you as part of our team and an extension of your's; working together to build a long-term partnership. Heighten your brand awareness and provide maximum, professional exposure and traction back to you.

SOCIAL MEDIA IMPACT

With our social media presence we have the ability to reach more race fans than in-person at the track or at the occasional off track event. Being at the track is only a small percentage of the year - 1-3 days per week for about 5 months of the year. Social media, on the other hand, never has an offseason - we have the opportunity to reach our audience 7 days a week 365 days a year. Being an extension of your brand doesn't just stop once we leave the track. We want to work with you to develop social media campaigns and content to help fill in any gaps you may have in reaching your target audience.

We want to create engaging content that will encourage saves and shares.

Everyone with a cell phone is a photographer and content creator. As an extension of your brand it's important to us to be able to control the narrative by giving your customers content to share rather than leaving it up to them.

PROMOTE OUR SPONSORS

We want to do more than share your already created posts. We are interested in showing the benefit and value your product/service has had on us rather than just pushing a list of what you offer. Lean into educating people on why your product/service is better than the alternatives.

BEHIND-THE-SCENES

Fans love to feel like they are part of the team. We share special behind-the-scene looks at what it's like to be in the asphalt racing world at and away from the track. Posts that are fun and engaging to get our followers involved in the conversation.

PROMOTE OUR SERIES' TRACKS

We proudly promote our series and the tracks we attend to help drive up attendance. Allowing us to engage with not just our current fans but make connections with new fans and expand our reach for our sponsors.

RACE DAY RECAPS

Keep our fans up to speed on how our night went and standings.

FACEBOOK

INSTAGRAM



NDE Racing - Noah Eisenhower

@nderacing

YouTube ***Noah Eisenhower***



DELIVERABLES

AVAILABLE LOGO LOCATIONS

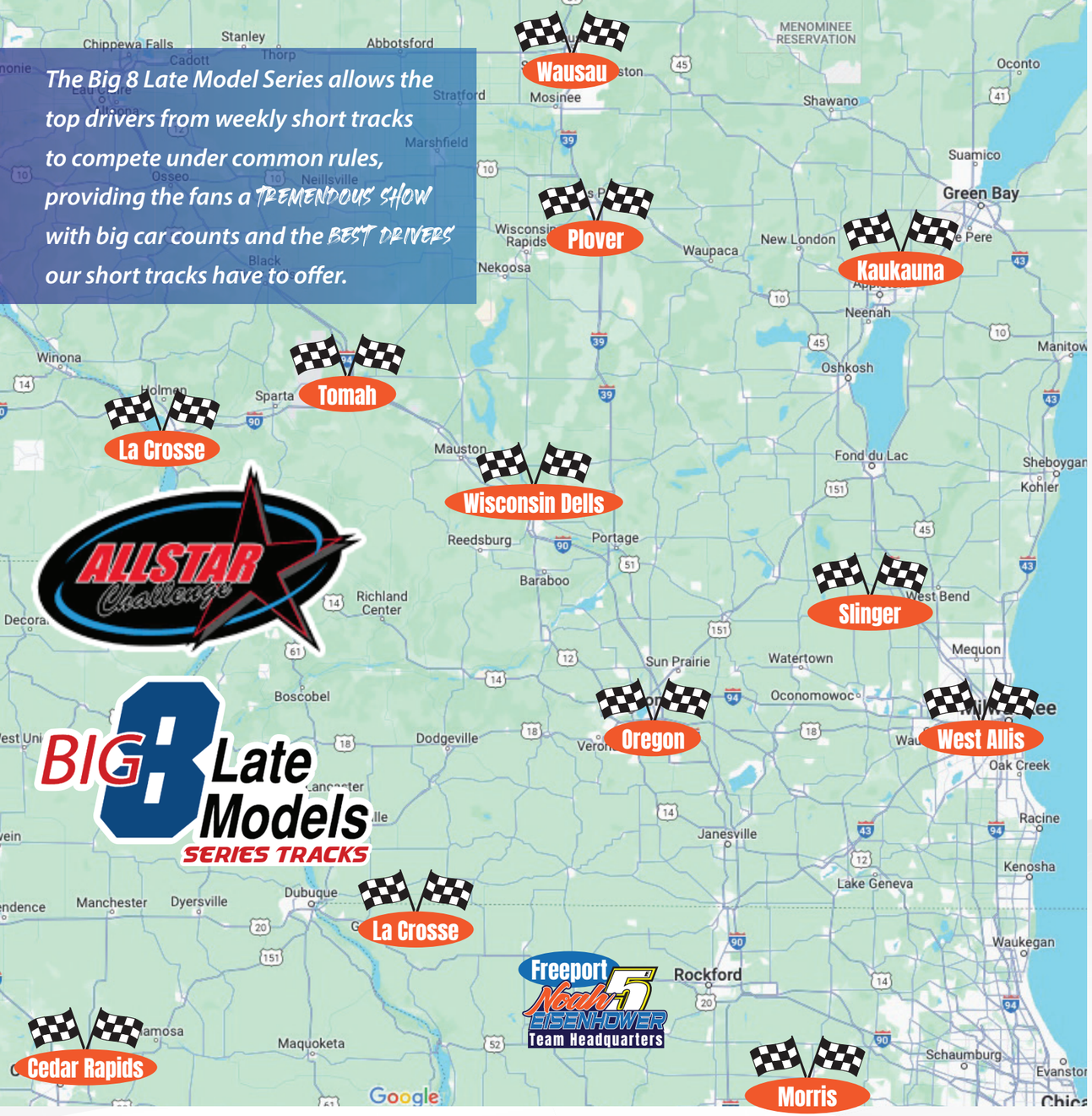
- RACE CAR
- PIT BANNER
- APPAREL
- CO-BRANDED HAT
- CAR HAULER
- NDE TEAM SHIRT
- DRIVER FIRE SUIT
- HERO CARD / POSTER
- PREFERRED PIT LOCATION
- SOCIAL MEDIA COVER PHOTO

MYTH

All that you receive in return for sponsoring NDE Racing is your business name on our car.

ACTIVATION OPPORTUNITIES

- *The AllStar Challenge Series and The Big 8 Series events are broadcasted over the internet on PITROW TV and Racing America for a world-wide audience. Your name is announced during qualifying and seen nationally.*
- ***Driver/Car special appearances at business locations for events, promotions, & trade shows***
- *Generating brand awareness through word of mouth marketing*
- ***Give fans a positive emotional experience to gain their trust to show that we are a reliable source as a brand ambassador***
- ***Increase sales through external promotions // Giveaways or trade incentives to attract new customers***
- *Promotional marketing to raise awareness of your brand and products*
- ***Hand out product samples, promotions, coupons, and brochures along with product displays in the pits or at off track events***



- **Golden Sands Speedway** — Plover, Wisconsin
- **Dell's Raceway Park** — Wisconsin Dells, Wisconsin
- **Hawkeye Downs Speedway** — Cedar Rapids, Iowa
- **La Crosse Speedway** — La Crosse, Wisconsin
- **Madison International Speedway** — Oregon, Wisconsin
- **Slinger Speedway** — Slinger, Wisconsin
- **Grundy County Speedway** — Morris, Illinois
- **Milwaukee Mile** — West Allis, Wisconsin
- **State Park Speedway** — Wausau, Wisconsin
- **Tamah Sparta Speedway** — Tomah, Wisconsin
- **WI International Speedway** — Kaukauna, Wisconsin

Full dates to be announced on our social media & website.

NDE RACING RACING BUDGET
2025 PRO LATE MODEL

TRAVEL

Pit Pass & Entrance Fees	6 Team Members @ $35 ea. x 13 races	**$2,730**
Food for Driver & Crew	6 Team Members @ $15 ea. x 13 races	**$1,170**
Fuel : Haulers/Trailers	1 Hauler @ $150 x 13 races + 3 test dates	**$2,400**
Hotels	3 Rooms per race@ $150 x 8 races	**$3,600**

SUPPLIES

Hardware	Miscellaneous Nuts & Bolts	**$ 250**
Solvents	Cleaning & Lubrication	**$ 300**
Race Car Motor Oil	1 car @ $80 ea. x 6 changes	**$ 480**
Race Car Fuel	1 car @ $100 ea. x 13 changes + 3 test dates	**$1,600**
Race Car Tires	1 car @ $200 ea. x 4 tires per night x 11 races	**$8,800**
Wrap & Decals	Additional Decal Needs	**$1,650**

MAINTENANCE

Race Car Repairs	Frame damage, wheel damage, etc	**$3,500**
Engine	Freshen up 1 motor per season	**$2,000**
New 2023 Body	Five Star New Body - repair damage	**$2,500**
Shocks	2 new shocks for different setups	**$ 800**
Springs	2 new springs for different setups	**$ 250**

PROMOTIONS

Photographs	From Track Photographers	**$ 200**
Event Fees	Parades, Shows, and Charities	**$ 125**

OFFICE SUPPLIES

Miscellaneous	Paper, Envelopes, Ink, Folders, Stamps, etc.	**$ 200**

LICENSE

UMA Registration	6 Team Members @ $35 ea.	**$ 210**
Trailer Registration	Illinois Secretary of State	**$ 180**

Total Estimated Budget	**$32,945.00**

WHAT IS A PRO SUPER LATE MODEL RACE CAR?

Big 8 Late models are tube chassis race cars purposefully built for infinite adjustability to gain maximum grip on the racing surface. The average Pro Late Model weighs 2700lbs and utilizes an engine producing in the neighborhood of 450 horsepower. The engines have a maximum displacement rule of 362 cubic inches, are limited to a 10.8 : 1 compression ratio, and use a Holley 2-barrel carburetor or 4-barrel with the 604 crate engine. These engine configurations have proven economical to build, reliable to operate, and provide the best balance for the 8-inch Hoosier D-800 tires that have been adopted for use during the 2025 racing season. With an approximate field of 56 teams and drivers, and each car qualifying within .5 seconds through the field, Pro Late Models provide the closest and fiercest racing competition in the Midwest!



- Chevrolet Camaro body
- GM 604 Crate Engine
- 350 Cu. In.
- Horsepower 411
- Hand Laid Fiberglass Body, Aluminum Doors
- Lexan Windshield
- Chassis: Tube frame with Integral Roll cage
- MIG Welded
- Upper & Lower Control Arms
- Camber, Caster, Toe Adjustment
- Rack & Pinion Steering
- Adjustable Coil Over Shocks
- Adjustable Rear Suspension
- 15 x 8 Wheels
- Five Point Racing Harness
- Dual Caliper Disc Brake
- Quick Release Steering Wheel
- Aluminum Seat
- Wheelbase 105 Inches
- Width 65 Inches
- Overall Length 204 Inches
- Overall Height 47 Inches
- Approximate Weight 2700 lbs.

2025 CHANGES

NDE Racing will be updating the car's body, motor, and suspension. Incorporating the most modern technology available not only to remain competitive but to stay ahead of the competition.

Noah 5E EISENHOWER

ACCOMPLISMENTS

2024 - Big 8 Late Model Series (Asphalt);
Allstar Challenge Series (Asphalt)

- Big 8 Series Season Championship
  14th place out of 91 competitors - ran a partical schedule
- Allstar Challenge Season Championship
  17th place out of 35 competitors - missed final race

2023 - UMA Pro Late Model Series (Asphalt);
UMA Super Late Model Series (Asphalt)

- 3rd place out of 58 competitors in the
  Season Points Champsionship - Dell's Raceway Park
- (3) Top 5 finishes • (7) Top 10 finishes
- 5th place UMA Pro Late Model Triple Crown Series

2022 - UMA Pro Late Model Series (Asphalt);
UMA Super Late Model Series (Asphalt)

- 10th place out of 56 competitors in the
  Season Points Championship - Dell's Raceway Park
- (1) Top 5 finish • (9) Top 10 finishes • 10th Place in UMA Pro Late Model Triple Crown Series

2021 – UMA Pro Late Model Series (Asphalt); IMCA Limited Late Model Series (Dirt)

- 12th place out of 56 competitors in the Season Points Championship - Dell's Raceway Park
- 2021 Late Model Rookie of the Year- Dell's Raceway Park
- 9th place Season Championship Lafayette County Speedway - IMCA Limited Late Models
- (10) Top 10 finishes • (5) Top 15 finishes

2020 - UMA Pro Late Model Series (Asphalt); IMCA Limited Late Model Series (Dirt)

- 1 Win • (10) Top 5 finishes • (13) Top 10 finishes • (4) Top 15 finishes
- 10th place Season Championship Lafayette County Speedway - IMCA Limited Late Models
- 27th place out of 62 competitors in the Season Points Championship - Dells Raceway Park
  Ran only 5 races due to Covid

2019 - Wisconsin Fastrac Legends Series

- 4 Wins • (9) Top 5 finishes • (22) Top 10 finishes • (4) Top 15 finishes • (1) Top-20 finish
- 5th place Season Championship Dells Raceway Park
- 5th place Season Championship Jefferson Speedway
- 11th in Nation INEX Dirt - Young Lions Division
- 25th in Nation INEX Asphalt - Young Lions Division
- 25th in Nation INEX Touring Points - Young Lions Division

ACCOMPLISMENTS

2018 - Wisconsin Fastrac Legends Series

- (6) Wins
- (9) Top 5 finishes
- (14) Top 10 finishes
- (4) Top-15 finishes
- (1) Top 20 finish
- 2018 Rookie of the Year - Dells Raceway Park
- 2nd Place Season Championship Dells Raceway Park
- 2018 Illinois State Champion - Legends Young Lions Division
- 4th place Season Championship Jefferson Speedway

2017 - Wisconsin Fastrac Legends Series

- (4) Top 5 finishes
- (4) Top 10 finishes
- (1) Top 15 finish
- (1) Top 20 finish
- Participated in races at two different race tracks in Wisconsin.
- Ran a limited schedule to keep Rookie status for 2018, finished 20th out of 44 cars at Jefferson Speedway.
- Ran a limited schedule to keep Rookie Status for 2018, finished 13th out of 23 cars at Dell's Raceway park.

2016 - Central States Region Super Cup Series

- Participated in races at five different race tracks in Illinois, Indiana and Wisconsin.
- 2016 Top 3 Qualifier with five Top-3 qualifying and 1 pole.
- 2 Feature wins, 2 Heat wins, 7 Top-3 finishes, 12 Top-5 finishes, 1 Top-10 finish
- Finished 3rd in Central States Region Super Cup Series out of 19 cars. *Twenty-two points out of 1st place*
- Finished 3rd out of 10 cars in Hooker Harness Super Cup Series at the Rockford Speedway.
- 2016 Central States Region Super Cup Series "Hard Charger Award"

2015 - Central States Region Super Cup Series

- Participated in races at three different race tracks in Illinois and Wisconsin.
- Qualified in the Top - 5 in most races.
- (1) Feature win, (2) Heat wins, (12) Top 5 finishes, (5) Top 10 finishes, (1) Top 15 finish
- Finished 11th* in Central States Region Super Cup Series out of 20 cars.
- Finished 5th out of 10 cars in Hooker Harness Super Cup Series at the Rockford Speedway.

Note - Could not complete all the races due to Noah breaking his arm and was out for 6 weeks until his doctor's release.



ACCOMPLISMENTS

2014 - Central States Region Super Cup Series

- Participated in races at four different race tracks in Illinois, Indiana and Wisconsin.
- Qualified in the Top 3 every race and finishing in the Top 5 every race and winning 2 Heat and 2 Feature races.
- Finished in 11th place* in Central State Region Super Cup Series.
- Finished 3rd in the Hooker Harness Super Cup Series at the Rockford Speedway.
- Won the Rockford Speedway 2014 Driver Development Award voted on by Drivers and Fans.
- Became the youngest Feature winner ever at the Rockford Speedway at the age of 9 years old racing with adults. *Still holds the record in 2017.*
- Noah was featured in January 2015 "Circle Track Racing Magazine" All-Star Performers segment.

Note - Could not complete all the races due to Noah breaking involved in a bad wreck and car could not be repaired in time to finish season out.

2013 - Central States Region Super Cup Series

- Participated in races at four different race tracks in Illinois, Indiana and Wisconsin.
- Finished in the Top 5 two times, Top 10 eight times and Top 15 two times.
- Finished in the Central State Region Super Cup Series in 9th place
- Won the S.T.A.R.S. 2013 Rookie of the Year award.

2012 - Kid Kart

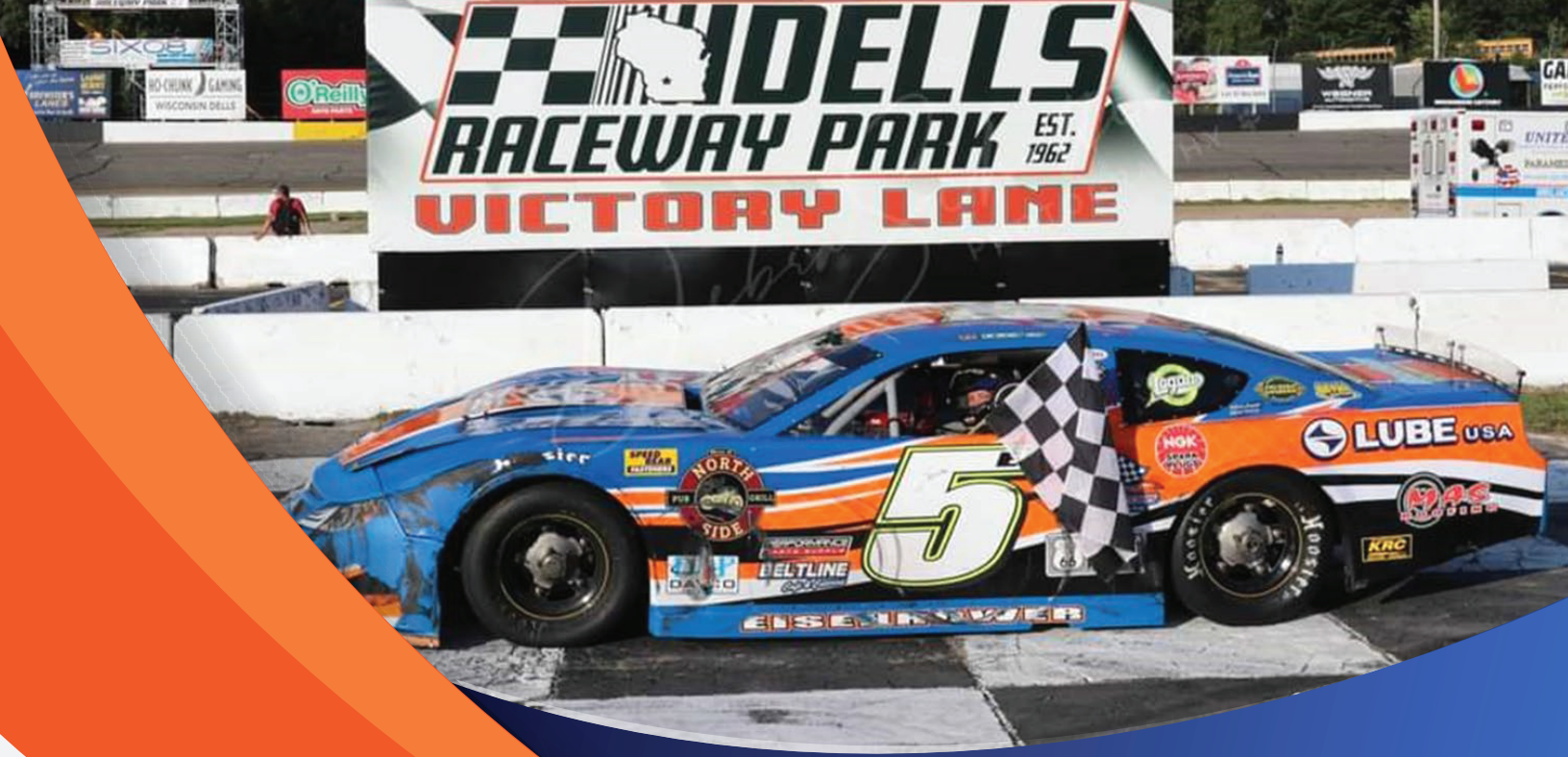
- Participated in races at three different race tracks in Illinois and Wisconsin.
- (7) Feature wins, Top 5 two times.
- Broke track record at Thunder Valley Raceway with an 8.0 second lap time.
- Finished 2nd place at Thunder Valley Raceway Points Championship.
- 2012 Bulldog Sprints Kid Kart Champion - Durand, IL

2011 - Kid Kart

- Participated in races at three different race tracks in Illinois and Wisconsin.
- (12) Feature wins, 5 - 2nd Place finishes.
- Kid Kart Champion at Thunder Valley Raceway Points Championship. *2nd Championship win*
- 2011 Bulldog Sprints Kid Kart Champion - Durand, IL
- 2011 Kid Kart Feature winner at the "Race on the Rock"

2010 - Kid Kart

- Participated in races at Thunder Valley Raceway.
- (12) Feature wins, (1) 2nd Place finish.
- Kid Kart Champion at Thunder Valley Raceway Points Championship. *1st Championship win*



Noah Eisenhower 5E

353 Rolling Hills Lane, Freeport, IL 61036
nderacing@hotmail.com
815.275.6046
@nderacing
YouTube Noah Eisenhower
NDEracing.com



2021 Late Model Rookie of the Year
Dell's Raceway Park