



SPONSORSHIP 2026

f i d X s @nderacing

NDRacing.com

YouTube Noah Eisenhower



ABOUT US

NDE Racing is the result of a passionate collaboration between a father and son who share a deep love for speed and competition. Established in 2010, NDE Racing is a Pro/Super Late Model race team based in Freeport, IL, proudly owned by Gary Eisenhower Jr. with son Noah Eisenhower behind the wheel.

DRIVEN BY AMBITION AND DEDICATION
ULTIMATE GOAL
TO RACE
UPPER DIVISION NASCAR

GARY EISENHOWER // Owner/Crew Chief // Father

Gary Eisenhower Jr. is the proud father of Noah and a semi-retired race car driver with a deep passion for motorsports. He spent two seasons competing in the Midwest Truck Series, piloting the #34 Chevy Truck at Madison International Raceway. Beyond driving, Gary played a pivotal role as Crew Chief for Reining Racing, helping the team secure the 2008 ASA Late Model Rookie of the Year title at Madison.

Gary also dedicated eight years as a NASCAR Official, contributing to several prestigious series including the Elite Midwest Tour, Southeast Tour, NASCAR Truck Series, and the NASCAR Busch Series. Today, his focus is on supporting Noah's racing journey, committed to helping him achieve success at any level of the sport.

NOAH EISENHOWER // Driver // 21 yrs old // Son

Noah Eisenhower was a finalist in the prestigious 2025 Kulwicki Driver Development Program at the age of 21. Noah proudly represents NDE Racing, competing in Asphalt Pro and Super Late Model events across Wisconsin, Illinois, and Iowa. He has competed in a wide variety of race cars over the years, consistently earning the respect of fellow drivers—both seasoned veterans and rising talents. His skill behind the wheel far exceeds what one might expect from someone his age, and his sportsmanship sets a strong example within his racing class.

For the 2026 season, we will be racing in three premier series: the Alive for 5 Series, Tundra Super Late Model Series, and the ASA Midwest Tour - each showcasing elite short-track talent from Illinois, Iowa, Indiana, Minnesota, and Wisconsin.

To stay ahead of the competition, we're upgrading our car with cutting-edge bodywork, engine enhancements, and suspension technology. We're also expanding our digital presence with innovative marketing strategies to maximize sponsor visibility across platforms.



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 - 1-2 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.

RACE DAY RECAPS

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

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.

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.



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.

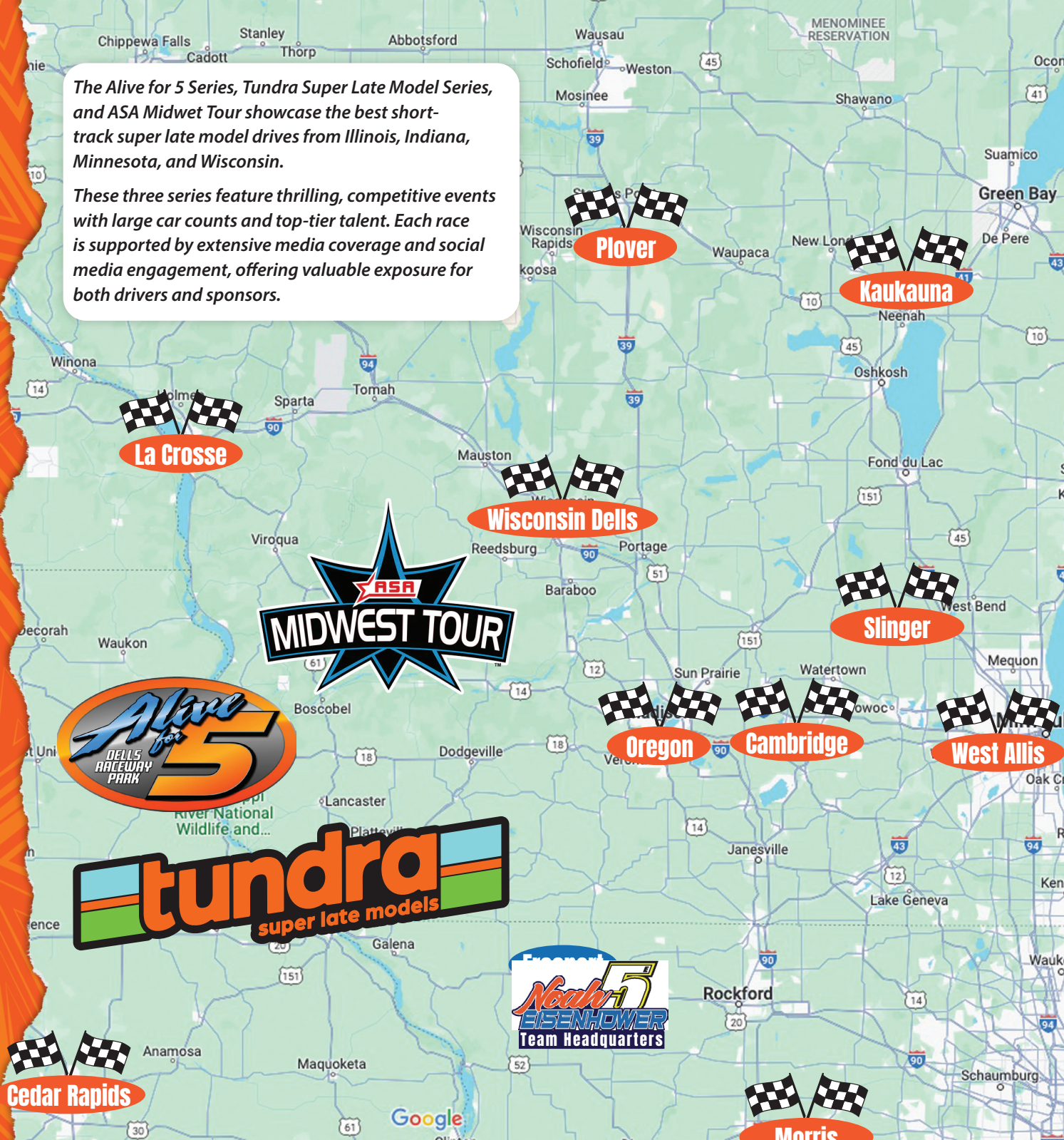
ACTIVATION OPPORTUNITIES

- » The Tundra Series, ASA Midwest Tour and the Alive for 5 Series Super Late Model events are televised races broadcasted over the Internet on Pit Row TV, Track.TV and RaceAmerica for a world-wide audience geared toward race fans. Your brand will be seen nationally and also announced during qualifying by the announcer.
- » Driver/Car special appearances at business locations for events, promotions, & trade shows
- » Magazine and newspaper articles can be created and published
- » 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

See sponsorship menu for available options tailored to fit your needs.

The Alive for 5 Series, Tundra Super Late Model Series, and ASA Midwest Tour showcase the best short-track super late model drives from Illinois, Indiana, Minnesota, and Wisconsin.

These three series feature thrilling, competitive events with large car counts and top-tier talent. Each race is supported by extensive media coverage and social media engagement, offering valuable exposure for both drivers and sponsors.



Dell's Raceway Park
Wisconsin Dells, Wisconsin

Elko Speedway
Elko New Market, Minnesota

Golden Sands Speedway
Plover, Wisconsin

Grundy County Speedway
Morris, Illinois

Hawkeye Downs Speedway
Cedar Rapids, Iowa

Jefferson Speedway
Cambridge, Wisconsin

La Crosse Speedway
La Crosse, Wisconsin

Madison International Speedway
Oregon, Wisconsin

Milwaukee Mile
West Allis, Wisconsin

Slinger Speedway
Slinger, Wisconsin

WI International Speedway
Kaukauna, Wisconsin

NDE RACING RACING BUDGET

2026 SUPER LATE MODEL

TRAVEL

Pit Pass & Entrance Fees	6 Team Members @ \$35 ea. x 13 races	\$1,170
Food for Driver & Crew	6 Team Members @ \$15 ea. x 13 races	\$2,730
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
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LICENSE

ASA Registration	6 Team Members @ \$150 ea.	\$ 900
Trailer Registration	Illinois Secretary of State	\$ 210

Total Estimated Budget	\$33,665.00	
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Full dates to be announced on our social media.

See sponsorship menu for available options tailored to fit your needs.

WHAT IS A SUPER LATE MODEL RACE CAR?



Full sized race car that utilize a fabricated tube chassis similar to the NASCAR cars seen on TV. The weekly warrior of short-track throughout the nation. 560/570 horsepower engines on 10" Hoosier ST1/ST2 tires. Fabricated chassis with a total weight of 2,750#. The 10.8 to 1 compression cast iron production engine platform is the basis of the class, with a maximum 367 cubic inch allowance. Newer technology including the 6.2-liter LS motor and the General Motors CT525 crate engine are popular combos as well. Both engine platforms winning on a consistent basis.

- Chevrolet Camaro body
- GM 525 Crate Engine
- 376 Cu. In.
- 533 Horsepower at 6,600 RPM
- 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 10 inch 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 2725 lbs.



ACCOMPLISHMENTS



2025 - Big 8 Late Model Series (Asphalt); Allstar Challenge Series (Asphalt)

- Kulwicki Driver Development Finalist vying for the 2025 Kulwicki Cup. This series received extensive coverage across various social media platforms, raising awareness about Alan Kulwicki and Noah's pursuit of the championship, ultimately finishing 5th in the rankings.
- Big 8 Series Season Championship
10th place out of 65 competitors - ran a partial schedule
We made the most of every race we entered, consistently delivering strong finishes that earned us a Top-10 spot in the final standings.
- Allstar Challenge Season Championship
4th place finish. Competed against 35 skilled drivers.
Highly competitive touring series regularly featured over 40 cars battling for one of the 24 qualifying spots each race.

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

- Big 8 Series Season Championship
14th place out of 91 competitors - ran a partial 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 Championship - 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

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.

**Incomplete season due to Noah breaking his arm and was out for 6 weeks until his doctor's release.*

2014 - Central States Region Super Cup Series

- Participated in races at four different race tracks in IL, IN, and WI.
- 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.
- Noah was featured in January 2015 "Circle Track Racing Magazine"
All-Star Performers segment.

**Incomplete season due to car being unreparable in time to finish season after being involved in a bad wreck.*

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



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