

Candice Pahl Racing

2026 Late Model Partnership Overview

Candice Pahl Racing is a grassroots motorsport partnership platform delivering brand visibility, community engagement, and authentic storytelling through live race events and digital media across Alberta.

The 2026 season marks a focused new chapter with the debut of a new Late Model race car and a streamlined 11-race campaign, built for intentional performance and partner integration.

Who We Are

- 14+ years of competitive racing at Edmonton International Raceway (EIR)
 - NASCAR-sanctioned racing experience across multiple classes
 - Consistent top-five contender with a reputation for professionalism
 - Alberta-based program with strong community ties
-

2026 Program Snapshot

- New Late Model race car debut
 - 11 scheduled race events
 - Single-class focus for performance consistency
 - Season structured around sponsor visibility and storytelling
-

Audience & Reach (Seasonal Exposure)

Live Event Platform

- Edmonton International Raceway – Western Canada's only NASCAR-sanctioned track
- 70,000+ annual track attendance
- Exposure during marquee NASCAR Canada Series event weekends

Digital & Community Reach

- Consistent social and online exposure
 - Race recaps, behind-the-scenes content, and fan engagement
 - Regional motorsports audience across Alberta
-

Why Partner With Candice Pahl Racing

- Authentic grassroots motorsport exposure
 - Strong women-in-motorsports and leadership positioning
 - Reliable execution and sponsor-first mindset
 - Community-driven engagement that builds trust
-

Candice Pahl Racing

Sponsor Activation & Brand Integration

Partners receive intentional brand integration rather than passive logo placement:

- On-track visual and verbal recognition
- Sponsor-tagged digital content and race recaps
- Behind-the-scenes storytelling tied to the new car and season journey
- On-site business activations and customer meet-and-greets
- Custom promotions developed collaboratively

Community & Industry Credibility

Candice Pahl Racing maintains strong credibility within the Canadian motorsports ecosystem:

- Pit crew support for NASCAR Canada Series teams
- Volunteer involvement at Edmonton International Raceway events
- Recognized for fan and sponsor engagement
- Best Team Promoter of the Year – 2024

Custom Partnership Approach

Partnerships are custom-built, **not** packaged.

Each collaboration is designed around:

- Brand alignment and shared objectives
- Flexible activation and content scope
- Clear communication and accountability

Let's Talk About 2026

Candice Pahl Racing works with brands seeking authentic connection to motorsports fans through live events, digital storytelling, and community engagement. **Contact** Candice Pahl Racing

Email	Phone Number
candicepahlracing@gmail.com	1-780-234-5115

This handout is a print-friendly summary of the 2026 interest deck. Detailed performance metrics and partnership scope are available upon request.

Thank you!