



ROSWELL

AIR RACES

2026 COLLECTION

SPEED ★ SKILL ★ TRADITION



ROSWELL
AIR RACES
NEW MEXICO

BE PART OF THE LEGACY

★ SHARE YOUR JOURNEY ★

Tag us in your adventures and use
#RoswellAirRaces for a chance to be featured!



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS

CONTACT INFORMATION



PATRICK PATTERSON



303-522-6823



www.finish1stmarketing.com



patrick@finish1stmarketing.com

THE GREAT
ROSWELL
AIR RACE



ROSWELL
AIR CENTER



HERITAGE COLLECTION

HONORING A LEGENDARY AVIATION TRADITION

THE HERITAGE COLLECTION



Roswell has been a symbol of aviation excellence since the 1940s, when pilots gathered here to test their skills and push the limits of speed.

The Heritage Collection celebrates the rich history of the Roswell Air Races—honoring the pioneers, the planes, and the passion that built a tradition like no other.

These designs pay tribute to the legacy that continues to inspire aviators and fans from around the world.



THE PAST. THE PASSION.
THE RACE LIVES ON.





ROSWELL

Air Race

★ HERITAGE ★

Since the 1940s, Roswell has been home to one of the most iconic air races in America. Generations of aviators have come to push the limits and chase excellence over the high desert. This is the legacy that built a tradition that still inspires today.

FEATURES

- ★ Vintage Air Race Artwork
- ★ Classic Checkered Styling
- ★ Roswell Air Center Control Tower
- ★ Honoring Aviation Tradition

— AVAILABLE ON —
T-SHIRT ★ HOODIE ★ LONG SLEEVE





ROSWELL FLIGHT LINE



A TRADITION TAKES FLIGHT.

Before the engines roar and the flags wave,
the pilots gather on the flight line.
Legends, champions, and machines
stand together—ready to race.
This is where speed begins.

FEATURES

- ★ Historic Racing Aircraft Lineup
- ★ Sunrise Over the Roswell Air Center
- ★ Gee Bee • P-51 • Extra 300 • Jet
- ★ Honoring Racers, Crews & Tradition

AVAILABLE ON

T-SHIRT ★ HOODIE ★ LONG SLEEVE





AIR RACE COLLECTION



≡ SPEED • SKILL • TRADITION ≡

From the roar of engines to the thrill of the finish,
these designs celebrate the heart-pounding
excitement of the Roswell Air Races.



Legends Fly Here.





★ THE ★ AIR RACE

**BUILT ON COURAGE.
DRIVEN BY PASSION.**

From the first engine start to the final checkered pylon, the Roswell Air Race is more than a competition—it's a celebration of aviation, precision, and the relentless pursuit of speed. This is where legends fly.

≡ FEATURES ≡

- ★ Iconic Air Race Artwork
- ★ Vintage Racing Aircraft
- ★ Roswell Air Center Control Tower
- ★ Classic Pylon Markers
- ★ Honoring a Legendary Tradition

≡ AVAILABLE ON ≡
T-SHIRT ★ HOODIE ★ LONG SLEEVE



≡ SPEED ★ SKILL ★ TRADITION ≡

PAGE 06



FASTEST *Weekend*

— ★ IN ★ —
NEW MEXICO

THRILLS. SPEED. TRADITION.

Every year, the world's fastest pilots and most legendary machines converge on Roswell for one unforgettable weekend of speed, skill, and pure adrenaline.

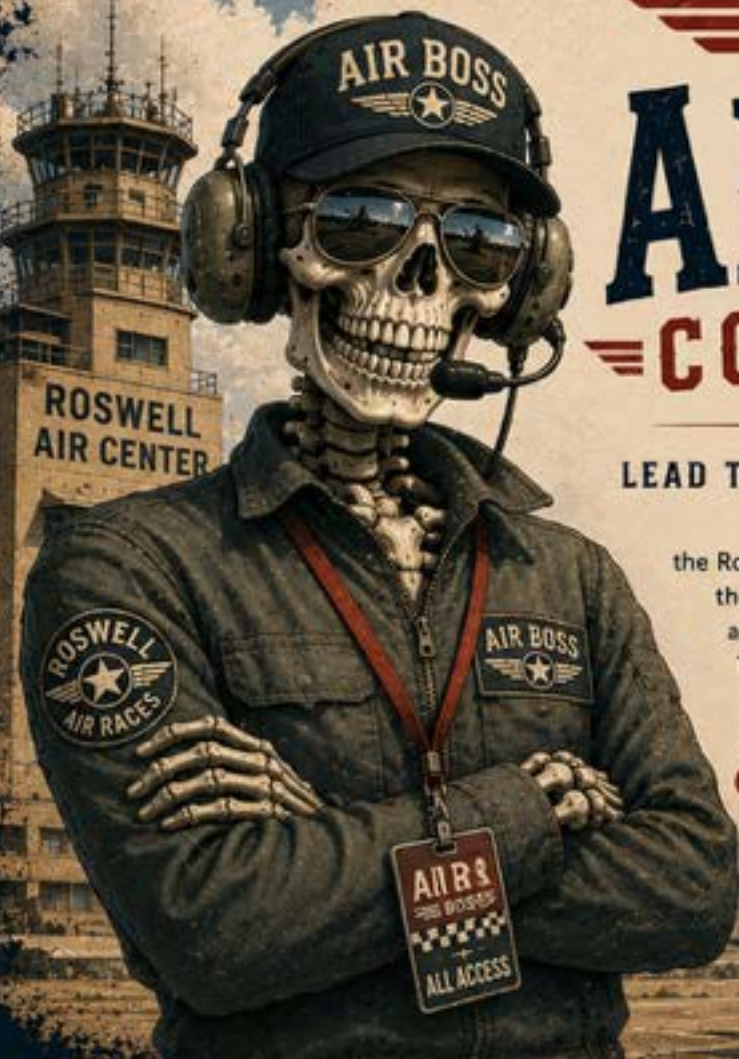
FEATURES

- ★ World-Class Air Racing
- ★ High Performance Aircraft
- ★ Unmatched Speed & Skill
- ★ A Roswell Tradition Since 1946

— AVAILABLE ON —

T-SHIRT ★ HOODIE ★ LONG SLEEVE





AIR BOSS = COLLECTION =

★
LEAD THE RACE. SET THE STANDARD.

From the tower to the runway,
the Roswell Air Races are more than an event—
they're a mission. Precision, teamwork,
and a relentless drive for excellence.
This is where champions are made.

★
Excellence Starts Here.





09 NOW THIS IS FLYING!



FRONT PRINT

Fueled by adrenaline and a love for the sky.

This design captures the thrill of the Roswell Air Races with vintage style, bold attitude, and a whole lot of speed.



AVAILABLE ON:

T-SHIRT ★ HOODIE ★ LONG SLEEVE



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS



SKELETON

COLLECTION



ADVENTURE • ATTITUDE • ALIVE

From the cockpit to the campsite,
these designs capture the thrill,
the freedom, and the unforgettable
spirit of the Roswell Air Races.



*This Place Makes
Me Feel Alive!*



NOW THIS IS FLYING!



FRONT PRINT

Fueled by adrenaline and a love for the sky,

This design features our "Flying" pilot keeping the runways safe and the skies clear at the legendary Roswell Air Races.

Vintage aircraft, high-speed jets, and a little extraterrestrial attitude come together in this bold, action-packed tribute to speed, skill, and out-of-this-world style.



AVAILABLE ON:

T-SHIRT ★ HOODIE ★ LONG SLEEVE



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS





ALIEN

COLLECTION



OUT OF THIS WORLD.
BUILT FOR SPEED.

From distant galaxies to the Roswell runway,
we celebrate the bold, the fast,
and the legends who dare to defy gravity.

Legends Fly Here.



NOW THIS IS AIR BOSS!



FRONT PRINT

The sky's under control. This design features our "Air Boss" alien keeping the runways safe and the skies clear at the legendary Roswell Air Races.

Vintage aircraft, high-speed jets, and a little extraterrestrial attitude come together in this bold, action-packed tribute to speed, skill, and out-of-this-world style.



AVAILABLE ON:

T-SHIRT ★ HOODIE ★ LONG SLEEVE



ROSWELL AIR RACES



YOUTH COLLECTION



FRONT PRINT



The next generation takes flight. "Youth Collection" celebrates young pilots with big dreams and the courage to chase them. A tribute to the future of aviation and the spirit of Roswell that inspires it all.



AVAILABLE ON:

T-SHIRT ★ HOODIE ★ LONG SLEEVE



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS

ROSWELL
AIR RACES
NEW MEXICO

≡ SPEED ★ SKILL ★ TRADITION ≡

PAGE 14





FUTURE PILOT

BIG DREAMS. BRIGHTER TOMORROWS.

For the next generation of adventurers with their eyes on the sky. The "Future Pilot" design celebrates imagination, courage, and the thrill of flight. Because every legend starts with a dream.

FEATURES

- ★ Original Alien Aviator Artwork
- ★ Vintage-Inspired Details
- ★ Soft, Breathable Fabric
- ★ Built for Everyday Adventures
- ★ Encourages Big Dreams and Bold Flights

AVAILABLE ON

T-SHIRT ★ HOODIE ★ LONG SLEEVE





★ THE ★ **ROSWELL** *AIR RACES*

**BUILT FOR SPEED.
MADE FOR DREAMERS.**

The future is wide open and the sky is calling. This design celebrates the spirit of young aviators who chase adventure with courage, imagination, and a need for speed. Roswell Air Races — where every takeoff is the start of something legendary.

FEATURES

- ★ Classic Air Race Artwork
- ★ Soft, Breathable Fabric
- ★ Bright, Kid-Friendly Colors
- ★ Built for Everyday Adventure
- ★ Inspires Future Aviators

— AVAILABLE ON —
T-SHIRT ★ HOODIE ★ LONG SLEEVE



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS



AIR RACE COLLECTION

★ THE ★ ROSWELL AIR RACES

**BUILT FOR SPEED.
MADE FOR DREAMERS.**

The future is wide open and the sky is calling. This design celebrates the spirit of young aviators who chase adventure with courage, imagination, and a need for speed. Roswell Air Races — where every takeoff is the start of something legendary.

FEATURES

- ★ Dynamic Air Race Artwork
- ★ Vibrant, Kid-Friendly Colors
- ★ Soft, Breathable Fabric
- ★ Built for Everyday Adventures
- ★ Inspires Future Aviators

— AVAILABLE ON —
T-SHIRT ★ HOODIE ★ LONG SLEEVE



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS

ROSWELL
AIR RACES
NEW MEXICO

SPEED ★ SKILL ★ TRADITION

PAGE 18





THE ROSWELL AIR RACES

**BUILT FOR SPEED.
MADE FOR DREAMERS.**

The future is wide open and the sky is calling. This design celebrates the spirit of young aviators who chase adventure with courage, imagination, and a need for speed. Roswell Air Races — where every takeoff is the start of something legendary.

— AVAILABLE ON —
T-SHIRT ★ HOODIE ★ LONG SLEEVE

FEATURES

- ★ Dynamic Air Race Artwork
- ★ Vibrant, Kid-Friendly Colors
- ★ Soft, Comfortable Fabric
- ★ Built to Inspire Adventure
- ★ Perfect for Future Pilots



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS



SPEED ★ SKILL ★ TRADITION

PAGE 16



AIR RACE

COLLECTION

ALL THINGS

★ POSITIVE ★

KEEP THE SPIRIT FLYING

All things positive. That's our mindset and our mission. As your partner in creativity, we bring ideas to life with passion, purpose, and a can-do attitude. From concept to creation, we're here to inspire, elevate, and help your brand soar. Let's create something amazing together.

BE PART OF THE LEGACY

★ SHARE YOUR JOURNEY ★

Tag us in your adventures and use #RoswellAirRaces for a chance to be featured!



LEGENDS
TAKE OFF HERE



BUILT FOR SPEED
DRIVEN BY PASSION



RACE HARD
FLY HIGH



WHERE TRADITION
SOARS

CONTACT INFORMATION



PATRICK PATTERSON



303-522-6823



www.finish1stmarketing.com



patrick@finish1stmarketing.com



DREAM IT. BELIEVE IT. FLY IT.

ROSWELL AIR RACES



ROSWELL
AIR RACES
NEW MEXICO

★ THANK YOU FOR SUPPORTING THE DREAM. ★

See you at the next race!

PAGE 18