



Cup Karts North America



2021 Divisional and National Sponsorship



North America's biggest 4-cycle racing organization

Cup Karts North America (*formerly known as 206Cup*) is a multi-regional four-cycle karting series. We were the first organized series to feature the Briggs[®] 206 engine back in 2014, and have grown to be the largest four cycle series in North America. Our formula for success is simple; provide the most competitive AND affordable four-cycle karting series possible, which is family friendly, fair and fun for all involved.

In 2020, the pandemic forced us to reduce the total number of races we held, yet we still saw growth in total entries from the previous season. We hosted larger events, had more participants and got much more exposure for our sponsors. We are able to say that 2020's divisional program was a huge success, despite the adversity the entire world was enduring.



As we do every year, we capped off the year with the 4th edition of our Grand Nationals at New Castle Motorsports Park in October. The race was the largest event in CKNA history, and the second largest karting event in America for the year! The amazing part is that those numbers were achieved without our Canadian racers being able to participate.



The big news for CKNA this season is the addition of our Cup Karts South Division. The Southern market has been booming with 4-cycle racers, and we believe the timing is right to introduce that market to our brand of friendly, competitive and fair racing. The South Division will be developed much like the North series has been over the years, and early feedback points to rapid growth even in the first season.

With the lingering uncertainty in 2021, we have decided to keep our schedule very similar this season, featuring 4 events for each division. We hope this will allow us to hold the largest events possible while still allowing our racers the flexibility to participate in their local clubs and attend some of the other great events planned in 2021, like our all new Spring Nationals held at Charlotte Motor Speedway in March that was just recently announced.

2021 will again culminate into 4-cycle's biggest event of the year, Grand Nationals 5. Given the scope of the event and the number of participants that are expected, plans are already underway to extend the event another day and allow for the approximately 400 entries that we expect to see. As proud as we are of what Grand Nationals 4 was, we want to make this years edition the best event of the entire 2021 calendar.



National Sponsorship	Spring Nationals, Presenting Sponsor <i>(Includes 8 writbands and up to 4 premium pit spots)</i>	<i>Available</i>
	Grand Nationals, Live Stream Sponsor <i>(UP TO 2 AVAILABLE! Includes 4 writbands and 2 premium pit spots)</i>	<i>Available</i>
	Grand Nationals, Presenting Sponsor <i>(Includes 8 writbands and 4 premium pit spots right on the grid!)</i>	<i>Available</i>
	National Associate Sponsor <i>(Customized to fit your needs! Many of our sponsors choose to work with us and design a custom package to fit their needs! Just give us a call!)</i>	<i>Contact Us!</i>

To provide our racers the highest level of service at a price point that all families can afford, we rely on the support of a multitude of sponsors to help cover expenses, provide awards and bring in the best race crews possible.

We love giving back to our racers. We gave away over \$90,000 worth of awards and prizes throughout 2020, over half at the Grand Nationals alone. Numerous sponsors and partners provided product to give to the racers directly, and a large portion was purchased by us. To maintain this high level of awards and prizes, we need your help!

	North Division	South Division	All CKNA Events	
Divisional Sponsorship	Class Sponsor, Standard Level	<i>Classes Available</i>	<i>Classes Available</i>	
	Class Sponsor, Premium Level <i>(Includes 4 wristbands and 1 pit spot per event)</i>	<i>Classes Available</i>	<i>Classes Available</i>	
	<i>Class sponsors from previous year have first right of refusal through 12/31 to renew their sponsorship.</i>			
	Event Sponsor <i>(Includes 4 wristbands and 1 pit spot for the event)</i>	<i>Races Available</i>	<i>Races Available</i>	
	Divisional, Presenting Sponsor <i>(Includes 4 wristbands and 1 premium pit spot per event)</i>	<i>Pending...</i>	<i>Available</i>	
	Podium Sponsor	<i>Pending availability, please contact us for details</i>		
Qualifying Sponsor	<i>Pending availability, please contact us for details</i>			

Please understand that we take our responsibilities to our sponsors seriously. We do everything we can to get our sponsors the exposure they deserve through our website, social media and at our events. Sponsors also have their logos featured on all our flyers, series t-shirts and around the track each weekend.

We look forward to working with you on our mission of hosting karting events that are good for families, sponsors, and the sport of karting as a whole.

We are happy to discuss exchanging product in lieu of cash for a portion of any sponsorship level

