

WHY NOVAXIS

Attention is only the beginning.

Novaxis turns racing visibility into a business system that teams can sell and sponsors can understand.

1 CLEAR STORY

Position the driver, team, audience and opportunity.

2 SELLABLE OFFER

Package inventory, pricing, content and activation.

3 PROVEN DELIVERY

Track fulfillment, outcomes and the next decision.

BUILD • SELL • DELIVER • PROVE

BUILT BY A RACER

15+

years in competition

Late Models in local and regional series, plus experience in Legends cars, karts and micro sprints.

FOUNDER + CEO PERSPECTIVE

Firsthand racing experience keeps Novaxis services grounded in real team capacity, race schedules and sponsor expectations.

START THE CONVERSATION

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NOVAXIS GROUP

THE BUSINESS BEHIND THE RACE PROGRAM.

Motorsports marketing, sponsorship and content built for drivers, teams, tracks and brands.



Motorsports marketing that drives brands forward.

NOVAXIS GROUP

WHO WE HELP

**For motorsports.
Built to grow.**

DRIVERS

Brand positioning, media kits, content and partner presentation.

RACE TEAMS

Sponsorship sales, team marketing, fulfillment and reporting.

BRANDS

Strategy, activation, hospitality, content and measurable delivery.

TRACKS + SERIES

Promotion, livestreams, event marketing and audience growth.

Local roots. Regional reach. Commercial focus.

WHAT WE DO

**Grow the business
behind the car.**

1 SPONSORSHIP

Strategy, prospecting, proposals, negotiation and commissions

2 TEAM MARKETING

Content calendars, social media, fulfillment and race recaps

3 DRIVER BRANDING

Positioning, media kits, biography, visuals and presentation

4 CONTENT

Graphic design, photography, video, podcasts and livestreams

5 ACTIVATION

Promotions, merchandise, hospitality, appearances and events

6 GROWTH

Track marketing, recruiting, youth programs and influencer campaigns

Focused projects • Per-race support •
Full-season partnerships

HOW WE WORK

**A practical system
from
story to renewal.**

01 BRAND

Clarify the story, audience, schedule, assets and goals.

02 PACKAGE

Build the inventory, pricing and sponsor-ready materials.

03 SELL

Open the pipeline and support proposals and negotiation.

04 FULFILL + PROVE

Deliver content and activation, then report the value.

START WITH FOUR RACES

**Build the system, prove delivery
and scale into the right 28-race
season plan.**