



BEST OF THE MIDWEST



THE MIDWEST'S PREMIER OFF-ROAD SERIES

2025 MARKETING DECK



ABOUT US

My name is Gary Walton and I'm the guy who wears many of the hats at Border Battle XC. I've worked in the powersports industry for over 35 years in every capacity from participant to crew member, publisher, graphics guy, sponsor and for the past several years as a media and marketing rep for a number of professional race teams.

Along the way I've been lucky enough to work with the organizers of the original Paris-Dakar Rally on a 10-day, 1,500 mile snowmobile race across Quebec and was part of a team that founded the International Series of Champions, which later became the pro snocross tour. I've also raced everything from BMX to dirt bikes, go-karts and winged Sprint Cars, so I've kicked some dirt at more than a few race tracks.

These opportunities have allowed me to meet some great racing friends and mentors whose experience and input is a key part of what has made our series so successful in its first seven seasons.

With my racing days winding to an end, it has become my passion to grow our series as an elevated platform for Midwest racers of all ages, while putting off-road in front of legitimate numbers of spectators and introducing new riders to the sport.



OUR MISSION

The Border Battle XC series was created to provide a high-profile platform for the best racers in the Midwest to compete head-to-head without having to travel halfway across the country.

The Upper Midwest has historically produced some of the top off-road talent in North America and boasts participation numbers that rival any region. Yet, straddling the Mississippi means those racers are at the far ends of national series based in the east or west, often making it cost prohibitive to take part.

In addition to pitting the best amateur riders from Minnesota, Wisconsin, Michigan, Iowa, Missouri, Illinois and the Dakotas against one another, each round in the series features up to a \$7,500 purse, paying back to the top 10 overall finishers in the two-hour AA/A race.



THE VENUES

BBXC brings off-road racing to the masses focusing on race park, ski hill and resort facilities that allow spectators to witness this traditionally camouflaged form of racing.

These venues also allow riders, sponsors and fans to interact on vendor row, including autograph signings held prior to the premier afternoon race.

Our locations have experience hosting other forms of racing and festivals and provide a greater opportunity for extended camp/race weekends with post-race activities and entertainment.



THE VENUES

2025 Locations

Subject to change pending AMA schedule.

April

The Frost Buster
(WFO Series)
Colona, IL

May

Prairie Storm
(Dakota Scrambles Series)
Appleton OHV park
Appleton, Minnesota

June

Heartland Super Scrambles
Nevis, Minnesota

July

North Coast Clash
(D23 & D16)

Whitecap Mountain Resort
Upson, WI

August

Otter Tail Scrambles
Fergus Falls, MN

September

The Barnstormer
Brainerd, MN

OVER 1,400 ENTRIES FROM 9 STATES & 2 PROVINCES IN 2024!

MINNESOTA, WISCONSIN, IOWA, ILLINOIS, NORTH DAKOTA, SOUTH DAKOTA, MISSOURI, OKLAHOMA & COLORADO



SWENSON



HORBATY



KITTOCK



WHIPPLE



THE RIDERS

Our unique position working in snow, moto and off-road media means we are able to introduce a whole new group of top-level and grassroots racers to the hare scrambles format.

In addition to a number of well-known off-road racers who compete in the series, multi-time cross-county snowmobile champions and top pro snocross racers are regular competitors.

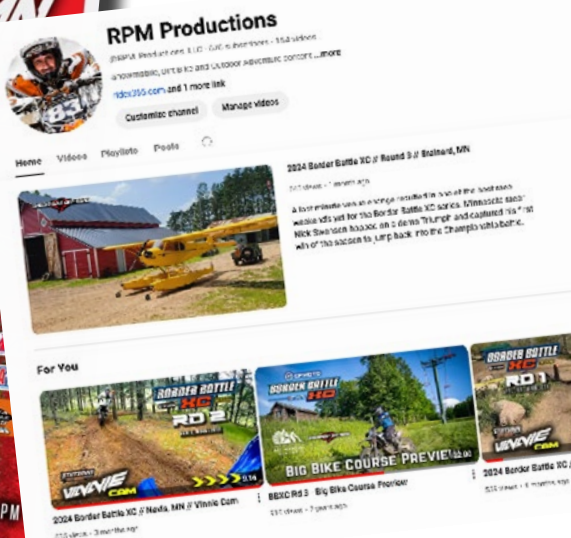
National pro motocrosser Jerry Robin is also a multi-time podium finisher in the series.

Nick Swenson Nick is a multi-time regional Champion as well as a veteran of the AA class in the National Enduro Series and an ISDE Gold Medalist. Swenson captured his first BBXC title in 2024, riding a different brand of bike at each round and dominating the final two rounds

Troy Horbaty Canadian Troy Horbaty is phenom both on the dirt and on the snow where he has won a National Championship in the Pro SnoBike division. Horbaty scored his first BBXC win in 2024 and challenged for the title right to the end.

Logan Kittock Logan is a two-time BBXC Pro Champion who rides for the Rieju factory team. Kittock is also a competitor on the National Enduro tour where he just posted a career-best second place in the AA class.

Tanner Whipple Tanner is a multi-time BBXC race winner and a multi-time ISDE medalist. Although he has never taken part in a full BBXC season championship, Whipple is a threat to win everytime he does make the trek from Illinois.

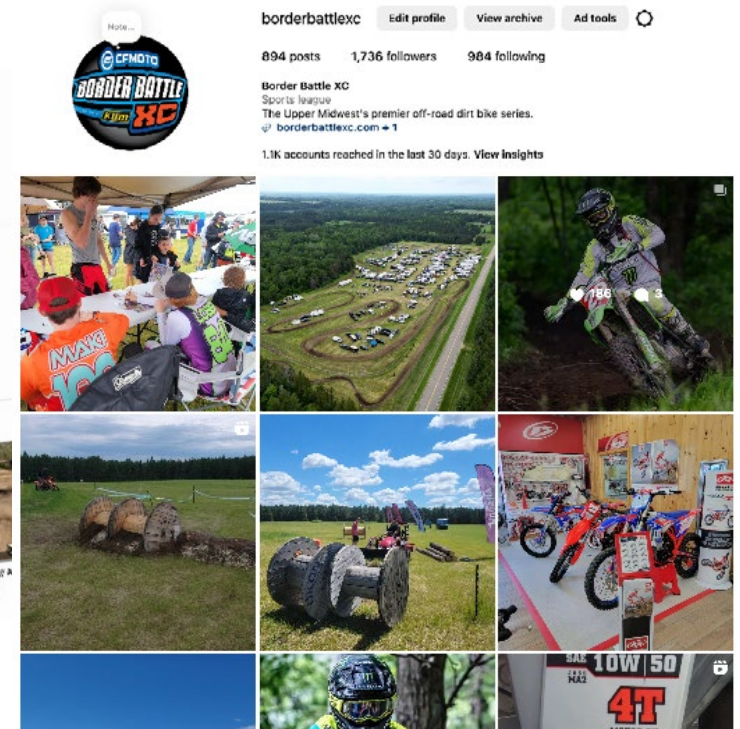


MEDIA SUPPORT

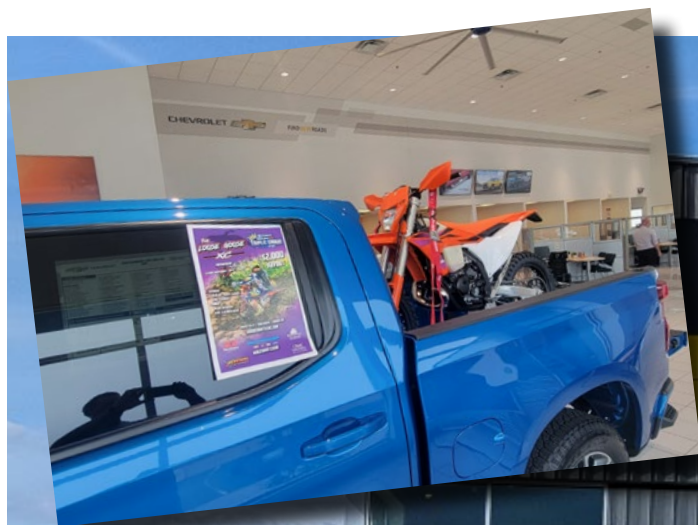
Each round of our series gets full coverage on our own media outlets as well as our sister company RideX365.com, whose subscription base includes over 17,000 powersports participants and enthusiasts across the Midwest.

A press release and sponsor report is also distributed to national media and industry contacts following each race weekend.

Prior to each event we produce a generous amount of content and materials including race posters, track maps, photos and promotional videos designed to generate local spectator interest and encourage new racers to try off-road in this "national" atmosphere.



DELIVERABLES



**EVENT TRAILER WRAP
SIGNUP | SCORING | MERCHANDISE SALES
PRE-RACE IN-STORE DISPLAYS**

DELIVERABLES



VENDOR ROW, PODIUM, PIT LANE & MORE



SIGNAGE, DEMO RIDES, CHARITIES & AWARDS



REFERENCES



To Whom It May Concern,

We at Polaris Racing have had a working relationship with Gary Walton for the better part of 20 years. Gary has been involved with many forms of racing at many levels as a participant, crew member and journalist. Most recently, Gary has been a great activist for several of our Polaris factory affiliated teams in his role as a sponsor and media relations representative.

Thank you,

Tom Rager Jr.
Polaris Race Manager



Dear

We have had a working relationship with Gary Walton of Action Graphics since 2012. Gary is one of the most experienced knowledgeable people I know in motorsports. Gary has been involved as a participant, sponsor, promoter and journalist for many years. He will do a good job.

Brian Nelson

USXC RACING

A handwritten signature of Brian Nelson in black ink.

SNOCROSS.COM
AMSOIL CHAMPIONSHIP SNOCROSS POWERED BY RAM
6600 JANSEN AVE NE ALBERTVILLE, MN 55301

5500 132nd Avenue NE
Spicer, Minnesota 56288

info@usxcracing.com

320-796-5507

PARTNERSHIP OPPORTUNITIES

Title Sponsor

- Category Exclusive
- Title branding built into BBXC logo
- Ownership of start/first corner branding at all events
- Demo rides at each event, if applicable
- Custom wrap of event trailer
- 4 Banner flags
- P.A. Announcements
- Vending space or product display/sampling at BBXC trailer
- Matching identity on all series vehicles and equipment (Ford Transit van, 4-door pickup, trailer, bikes,UTVs)
- Top center position on podium arch
- Title branding on website homepage, all event videos, press releases, posters, merchandise and awards
- Inclusion in trade show and consumer displays
- Monthly product spotlights from our Race Garage photo/video studio and on website and social media outlets

SOLD
Annual Investment **\$10,000**

Presenting Sponsor

- Category Exclusive
- Co-branding built into BBXC logo
- Co-branding on event trailer wrap
- Co-ownership of finish line branding
- 3 Banner flags
- P.A. Announcements
- Event vending space or product display/sampling at BBXC trailer
- Matching identity on all series vehicles and equipment (Ford Transit van, 4-door pickup, trailer, bikes,UTVs)
- Top of pillar on podium arch
- Co-branding on website homepage, all event press releases, posters, merchandise and awards
- Inclusion in trade show and consumer displays
- Monthly product spotlights from our Race Garage photo/video studio and on website and social media outlets

SOLD
Annual Investment **\$5,000**

Class Sponsor - Full Season

- Feature branding on class overall award at each round A, B, C, Youth, 50 or Girls/Women
- Prominant logo on event trailer wrap
- 2 Banner flags
- P.A. Announcements
- Event vending space
- Side pillar position on podium arch
- Logo on website homepage, all event press releases, posters and event merchandise

Annual Investment **\$1,000 - \$2,000**

Event Title Sponsor - \$1,500

Event Dealer Partner - \$1,500

Holeshot Award Sponsor - \$250/event

Fast Lap Award Sponsor - \$250/event

Call for details

Let's work together to customize a program for you!



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