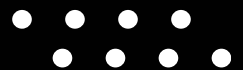
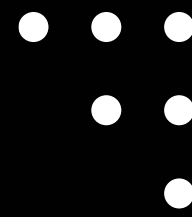


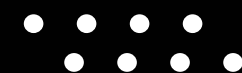


LSPR

LAKE SUPERIOR PERFORMANCE RALLY

2026 Information Guide



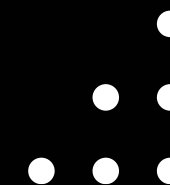


THE RALLY

LSPR is the final round of the American Rally Association National Championship and is one of the largest events of its kind in North America.

Consisting of 400+ miles of grueling rally competition over multiple days through the forest roads around Marquette, LSPR is one of the most challenging events on the ARA circuit, and thanks for the amazing fall colors in the UP, one of the most scenic as well.

Over the course of the two days there are multiple areas where spectators can come view the cars and teams: Parc Expose, service areas, spectator areas on stages where the public can see the cars at speed, all of this culminating with an exciting finish in Marquette with a public podium celebration and block party!

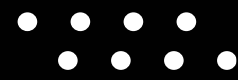


LSPR HISTORY

Rally has deep roots in the Upper Peninsula of Michigan -going back over 70 years as the oldest rally in North America. In 1949, a Time-Speed-Distance rally called Press on Regardless was started by the Sports Car Club of America. In 1969 the PoR became a higher-speed stage rally event and in 1974 was a round of the World Rally Championship. The WRC round was hosted in and around Marquette, using many of the same roads we run today.

In 1994, the PoR returned back to its TSD roots, and LSPR was created to continue the tradition of stage rally in the Upper Peninsula, leveraging many of the roads made popular by the PoR. In 2024 we celebrated both 30 years of LSPR, as well as the 50th Anniversary of the World Rally Championship coming to the Marquette area, after moving headquarters back to Marquette in 2021.





RALLY FAN DEMOGRAPHICS

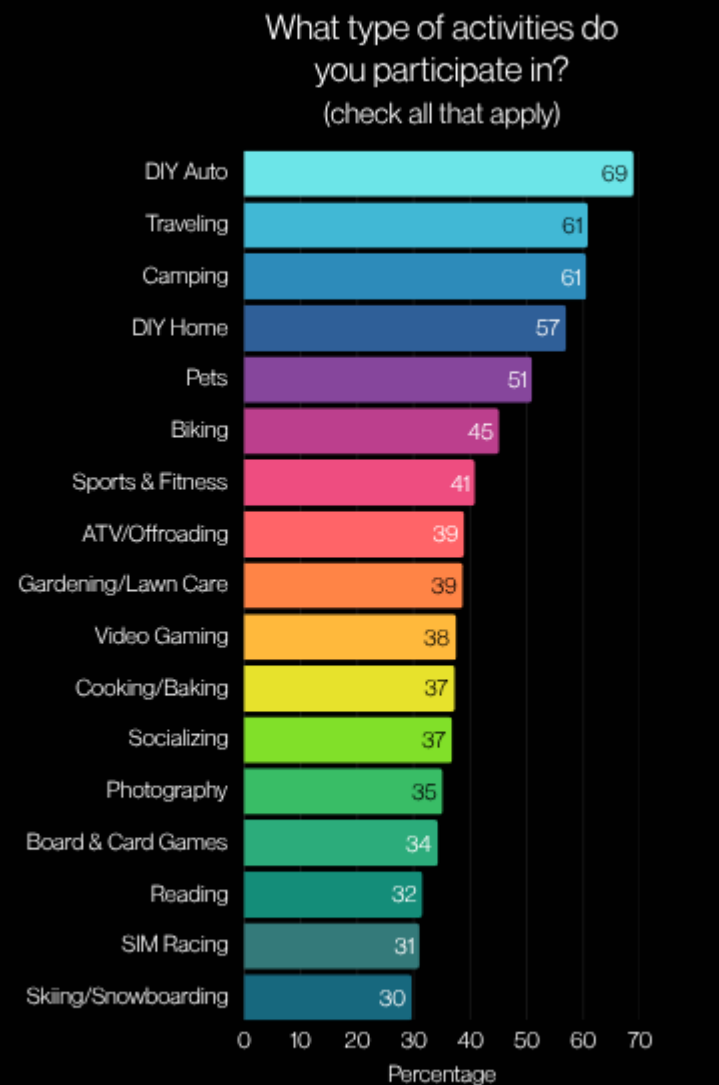
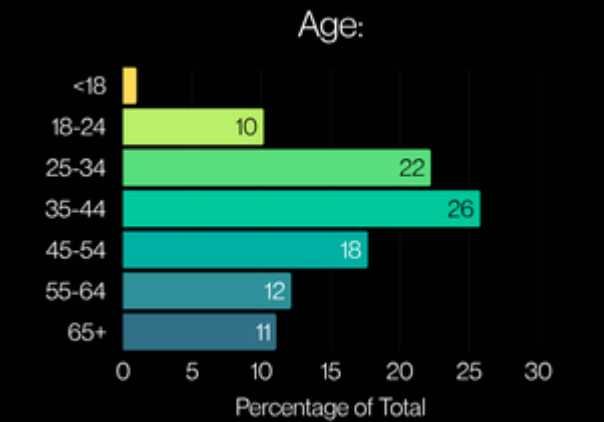
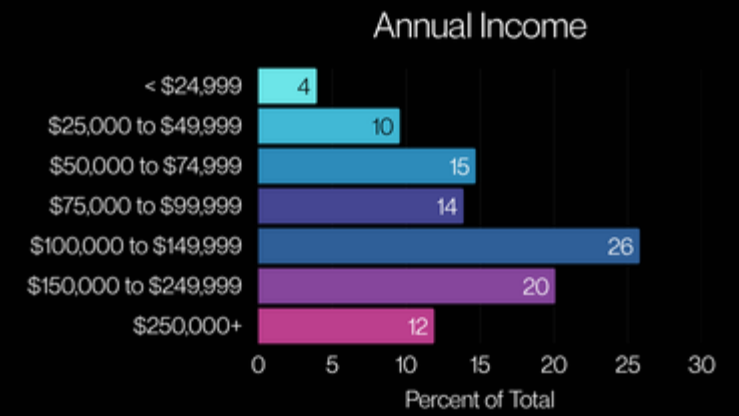
YOUNG - MEN - DIY - CAR OWNERS - HOMEOWNERS - OUTDOOR ENTHUSIASTS

Demographic & psychographic data for our competitors, volunteers and spectators:

- **92% own a truck or SUV**
- **#1 Activity is DIY Auto**
- **#3 Activity is Camping**
- **64% have used their vehicle to tow a trailer**
- **39% enjoy ATVs &/or Off-roading**
- 70% College degree or higher
- 70% own their own home
- 59% own 3 or more cars
- 36% live on more than 1 acre
- Outdoor-types and adventure oriented
- Drive for hours to attend in person

SOURCE: ARA - 2024 SURVEY

1209 Responses: 28% Fans, 30% Competitors, 34% Volunteers, 8% Media





Total Impressions: **567,793**
 Total Engagements: **9,813**
 Engagement Rate: **2.75%**
 Followers: **11,000**



Total Impressions: **2,433,936**
 Total Engagements: **143,912**
 Engagement Rate: **24.61%**
 Followers: **7,700**



2025 Site Visitors: **25,733**
 2025 Site Sessions: **45,380**
 2025 Page Visits: **95,125**
 Avg session: **2 min, 44 sec**

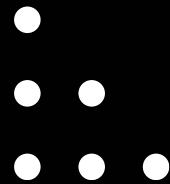


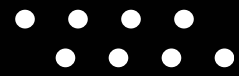
Spectator guides printed: **800**
 Digital Downloads: **3,000**
 Posters printed: **2,000**

*Metrics for all social posts on LSPR channels 10/1/25-10/31/25. Industry standard average engagement Jan 2024 – 1.56% IG, .95% FB

OUR REACH

It is a top priority for LSPR to drive meaningful marketing opportunities to both our partners and competitors. Based on this, we leverage diverse marketing channels to ensure that we reach a wide audience with content.





MEDIA PARTNERS

In addition to our own channels, we also collaborate with the American Rally Association and Dirtfish with social content.

ARA
AMERICAN RALLY ASSOCIATION

CONTENT FOLLOWERS

388K

692K

397K

+ TOP DRIVERS & TEAMS

7.7M

9.0M

1.7M

Includes ARA and Dirtfish Channels
Data 1/1/25 through 12/31/25

ARA AMERICAN RALLY ASSOCIATION

DirtFish

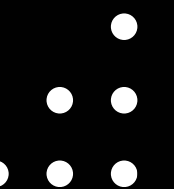
37.7M TOTAL IMPRESSIONS YTD

ARA Channels: 21.7 M

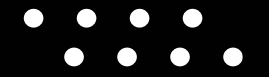
10.0M 8.8M 2.9M

ARA Content on Dirtfish: 17.3M

9M 6M 332K



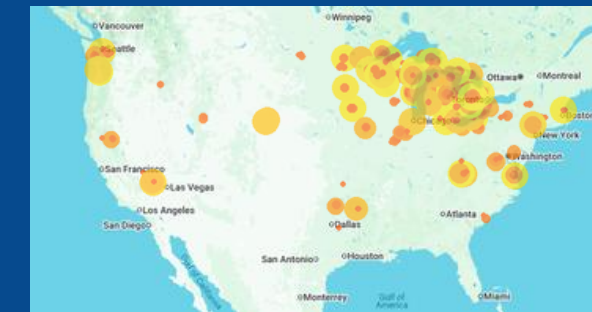
LSPR 2025 ECONOMIC IMPACT



**\$4.5M Total
Area Impact**

**4,200+
Attendees**

40% from MI



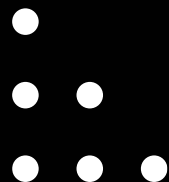
\$856,360
SPENT ON FOOD



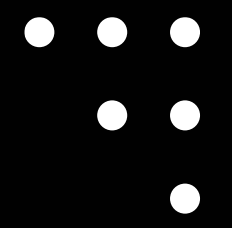
\$994,734
SPENT ON LODGING



\$413,122
SPENT ON FUEL

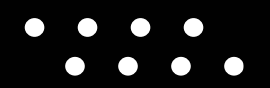


*Economic impact data based on information based on 2025 Post-Event survey. 448 people responded to the survey and these numbers are estimates based on their responses.




CONTACT US

Questions? We are here to help!



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