

PORSCHE

**MOTORSPORT
NORTH AMERICA**



REACH & EXPOSURE

PORSCHE SPRINT CHALLENGE USA WEST

SONOMA W/ VELOCITY INVITATIONAL | 27 MAY – 01 JUNE 2026

1,183,000+ TOTAL EXPOSURE



207,148 Followers
872,394 Impressions



55,057 Followers
139,496 Impressions



4,882 Followers
18,068 Impressions



11,694 Subscribers
81,814 Impressions



173,652 Followers
31,988 Impressions



2,512 Visitors
5,112 Views



52,063 Followers
9,525 Impressions



25,000+*
Live Attendance



*estimated numbers via Velocity

02 June 2026 | Porsche Motorsport North America | J. Cornelison