

Race Car Network Promotions Launches New Website to Connect Brands with High-Impact Motorsports Marketing Opportunities

CHARLOTTE, NC, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- Race Car Network Promotions (RCNP) today announced the launch of its newly redesigned website, RaceCarNetworkPromotions.com, providing brands, sponsors, retailers, and marketing partners with a centralized resource for discovering innovative opportunities in motorsports, automotive, marine, and experiential marketing.



RCNP Logo

With decades of experience developing [sponsorship](#) and promotional programs, Race Car Network Promotions specializes in connecting companies with highly engaged audiences through race teams, automotive personalities, events, content, television, digital [media](#), and experiential marketing.

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Matthew Edwards

The new website showcases RCNP’s capabilities and provides an overview of the company’s approach to creating customized marketing programs designed around each client’s goals.

“Motorsports continues to provide brands with something

that traditional [advertising](#) often can’t — an authentic connection with passionate consumers,” said Matthew Edwards, Founder and Director of Operations of Race Car Network Promotions. “Our goal is to bring the right brands together with the right projects and create programs that deliver real value beyond simply putting a logo on a race car.”

Race Car Network Promotions has worked with companies across the automotive and motorsports industries, developing sponsorship programs that can incorporate television, streaming, social media, digital content, retail promotions, sweepstakes, event activation, product integration, and other forms of consumer engagement.

The new website also reflects the company's continued expansion into larger-scale sponsorship opportunities and unique projects capable of generating national attention and significant media exposure.

"Brands are looking for more than impressions," Edwards added. "They want stories, experiences and opportunities that people remember. That is where we believe motorsports can be incredibly powerful."

RaceCarNetworkPromotions.com will serve as an evolving platform for showcasing current projects, sponsorship opportunities, partnerships, and marketing programs available to brands interested in reaching the motorsports and automotive audience.

About Race Car Network Promotions

Race Car Network Promotions is a Charlotte-area motorsports and experiential marketing company specializing in sponsorship development, brand partnerships, promotional programs, media integration, and consumer engagement. RCNP works with brands and properties to create customized marketing opportunities across automotive, motorsports, marine, entertainment, retail, and digital platforms.

Learn more: [RaceCarNetworkPromotions.com](https://www.racecarnetworkpromotions.com)

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