SCORE WORLD DESERT CHAMPIONSHIP 2026

SCORE INTERNATIONAL® OFF-ROAD RACING 2026







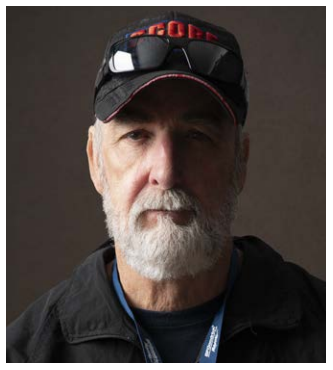






2026 SCORE WORLD DESERT CHAMPIONSHIP SERIES SEASON BRINGS CONTINUED MARKET EXPANSION & VALUE

The 2026 SCORE World Desert Championship season is poised to continue with the great 2025 Season's momentum with the many advances with SCORE social media, Live Stream production, New Sponsor partnerships, along with the fan attendance at record levels. All these advancements will continue to increase the strength of SCORE's ability to increase our series exposure, along with the exposure channels from the SCORE marketing / media assets for the world of SCORE desert racing. Our Global racer and media channels will ensure another major growth and media impact year for the 2026 SCORE World Desert Championship season.



A major development taking place is the introduction of the new SCORE Market Expansion partnership with the RACER Network. This partnership's impact for the 2026 season with their reach into the other motorsports communities that include F1, Indy Car, NASCAR, IMSA's motorsports racer and enthusiast-based categories, will now increase the exposure of the world class SCORE World Desert Championship series. This increased exposure will deliver big benefits to SCORE Sponsors and our amazing racer base and off-road performance enthusiast base. See more details in the pages of this 2026 SCORE Marketing Brand Book.

Additional Market impact and exposure program will continue with the SCORE docuseries, Surviving Baja. Now in its Third season, the series will continue to portray to the general public, the behind-the-scenes action as well as the globally followed race action that can only be found in the Baja Peninsula. These increased marketing exposure components will be a game-changer for the 2026 season's SCORE World Desert Championship series exposure impact for the 2026 season. At this time, the Tubi, Roku and Apple TV fast channels, will present a potential new audience of over 214 million viewers!

The 2026 Season will once again be anchored by our four-race legendary race event brands, the SCORE San Felipe 250, the SCORE Baja 500, the SCORE Baja 400 and the very special SCORE Baja 1000 now making history with a loop race in Baja Sur the start and finish in the global destination city of Cabo San Lucas! This will complete the SCORE World Desert Championship series for 2026.

At this time, the races will carry the same sponsor bases for the Title and Presenting sponsor positions, which will be returning with the following official Race Names:

- **The King Shocks 39th SCORE San Felipe 250**
- **The BFGoodrich Tires 58th SCORE Baja 500**
- **The 7th SCORE Baja 400**
- **The BFGoodrich Tires 59th SCORE Baja 1000**

The longevity of the SCORE World Desert Championship is exemplified in the SCORE Race name's years of operation. This is a unique Milestone in the Desert Racing Motorsports world as SCORE is the only racing organization in our area of operation that has a growing series of race events that keep your corporate brand exposure happening for all 12 months and 24 hours a day with SCORE Marketing and Media supports assets along with industry and global press outlets following the series.

We are looking forward to developing a partnership to impact your company's growth with the SCORE World Desert Championship's off-road motorsports and performance lifestyle marketplace for the 2026 season.

See you at the races!

— Jim Ryan
V.P. SCORE Marketing and Sales

KING OFF-ROAD RACING SHOCKS

BFGoodrich Tires

SCORE SAN FELIPE 250

39th

March 25 - 29th

39th SCORE SAN FELIPE 250

San Felipe, Baja California, Mexico

SCORE BAJA 500

58th

June 3rd - 7th

58th SCORE BAJA 500

Ensenada, Baja California, Mexico

BFGoodrich Tires

SCORE BAJA 400

7th



Sept. 9th-13th

7th SCORE Baja 400

Ensenada, Baja California, Mexico

SCORE BAJA 1000

59th

Nov. 9th-15th

59th SCORE BAJA 1000

San Jose del Cabo, Baja California Sur, Mexico

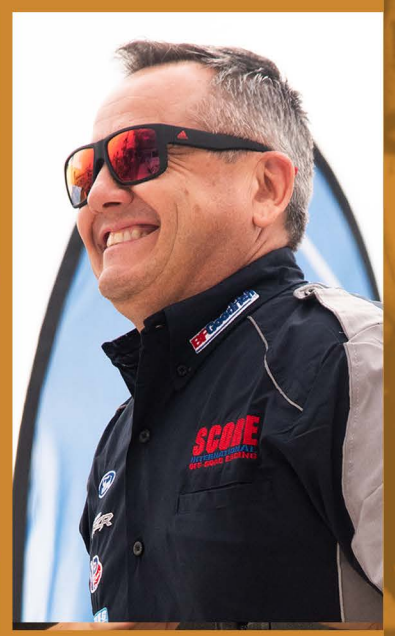
SCORE INTERNATIONAL HISTORY

LEGENDARY, LEGACY AND LEADERSHIP















JOSE GRIJALVA

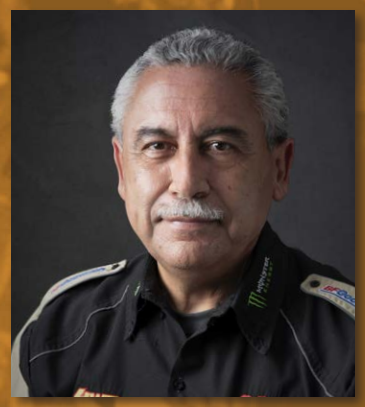
Jose Abelardo Grijalva was first made race director in 2013. As this position grew, Jose's job responsibilities were increased to SCORE international President in 2019. A long-time competitor in many series including the 2014 SCORE San Felipe 250 Class win in TT Spec, Jose knows the driver's perspective on what is needed for a successful race. Current duties include the creation of all SCORE Race courses and oversees a team responsible for all race operations..



MICKEY THOMPSON

Founded by the Legendary Mickey Thompson in 1973, SCORE International was the first organized race series for off-road motorsports. Growing to the legendary four race series by 1975 with the nucleus of today's globally known races as the SCORE Baja 500 and SCORE Baja 1000 were firmly anchored in the hearts and minds of off-road and racing enthusiasts around the world.



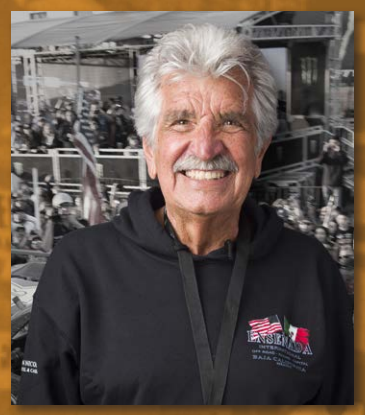


JUAN TINTOS

Juan Tintos Funcke a native of Tijuana, joined the SCORE International staff in January of 2017 and assumed the position of SCORE International's General Manager in 2019.

Juan has been involved in the organization and support of SCORE International races for over 36 years including racing in several of them.

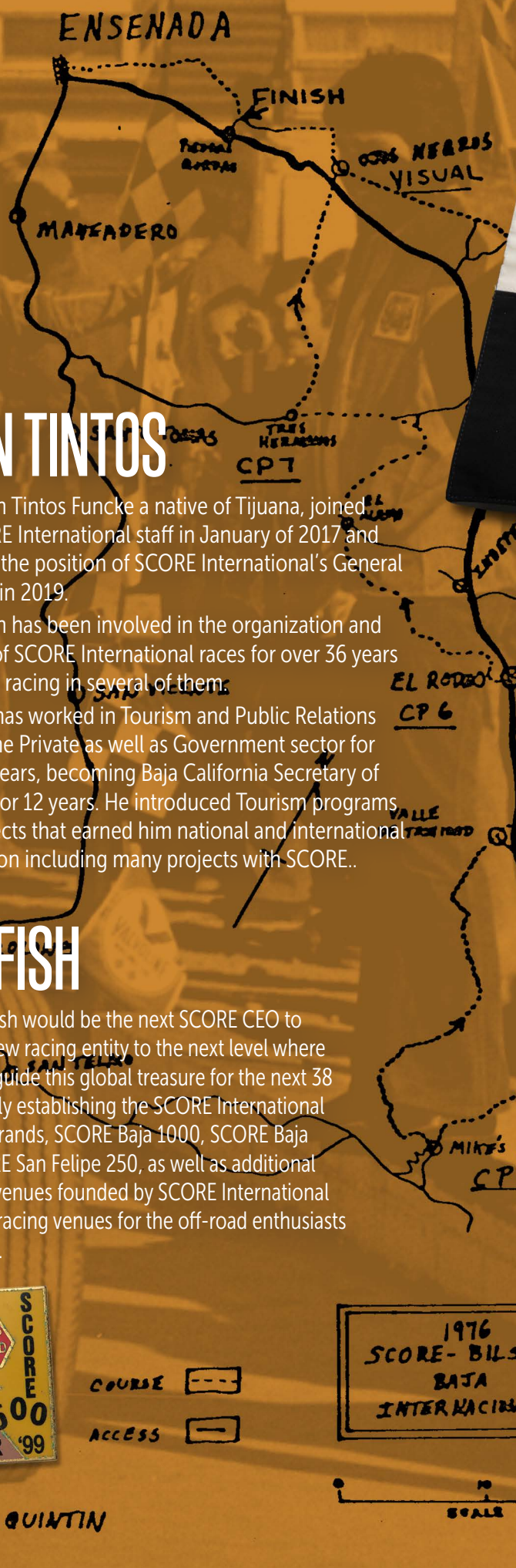
He has worked in Tourism and Public Relations both in the Private as well as Government sector for over 40 years, becoming Baja California Secretary of Tourism for 12 years. He introduced Tourism programs and projects that earned him national and international recognition including many projects with SCORE..



SAL FISH

Sal Fish would be the next SCORE CEO to take this new racing entity to the next level where he would guide this global treasure for the next 38 years, firmly establishing the SCORE International and race brands, SCORE Baja 1000, SCORE Baja 500, SCORE San Felipe 250, as well as additional core race venues founded by SCORE International and other racing venues for the off-road enthusiasts and racers.



























SCORE WORLD DESERT CHAMPIONSHIP 2026

24-HOUR MARKETING IMPACT

360 DEGREE PROMOTIONAL PROGRAMS

BFGoodrich Tires

SCORE BAJA 1000
59th

BFGoodrich Tires

SCORE BAJA 500
58th

SCORE BAJA 400
7th

KING OFF-ROAD RACING SHOCKS

SCORE SAN FELIPE 250
39th

RACE SERIES

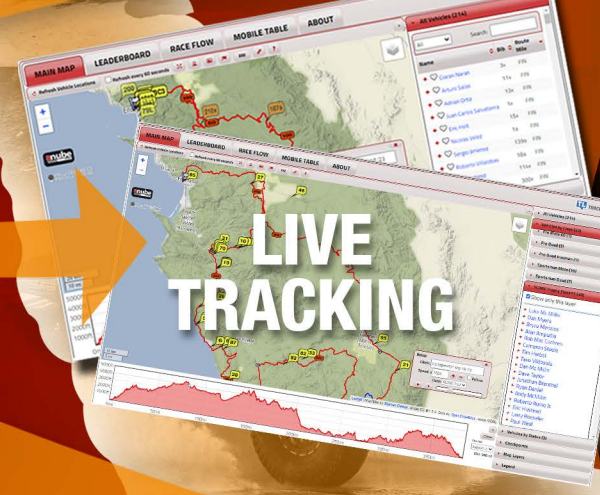
SCORE
INTERNATIONAL®
OFF-ROAD RACING



SCORE MEDIA HOUSE



LICENSING PROGRAMS



LIVE TRACKING



SCORE JOURNAL DIGITAL MAGAZINE



SCORE JOURNAL SPANISH EDITION







MEXICAN MARKET STRENGTH!

Mexican Participant, Fan base & SCORE International Media Assets delivery:

SCORE Journal Spanish Edition Monthly Readers

293,401

SCORE Website - Mexican Market Annual Uniques:

962,180

Website Page Views Per Year in Mexican Market

1,836,058

Facebook Followers - Mexican Market

209,329

+ 59 year involvement with race heritage in Baja.

+ SCORE Racing integrated in Baja Culture and Fan Base with over 628,000+ on-site season attendance.

+SCORE International has acted as Global PR for the Baja, Mexico as a world destination by creating global motorsports events.

+Mexican Teams now represent a large number of Class winning and Championship Titles

SCORE RACE SERIES

2026 WORLD DESERT CHAMPIONSHIP SCHEDULE

628K-800K*

Annual On-Site Race Attendance

*penninsula course years

KING OFF-ROAD RACING SHOCKS

SCORE SAN FELIPE 250

39th

March 25 - 29th

39th SCORE SAN FELIPE 250

San Felipe, Baja California, Mexico

SCORE INTERNATIONAL IS THE MOST RECOGNIZED NAME IN "PRODUCT ENDURANCE" STATEMENTS WITH GLOBALLY RECOGNIZED RACE BRANDS

The Original and Largest Media Impact Race Series in North America and the longest operating Off-Road Series in the World!

+ The Four-race series for trucks, UTVs, buggies, motorcycles, quads will be featured in all SCORE Baja races.

+ **Global Brand Influence**

+ SCORE International is the Most Recognized name in "Product Endurance" statements with globally recognized race brands the SCORE Baja 1000 and SCORE Baja 500



BFGoodrich Tires

SCORE BAJA 500 58th

June 3rd - 7th

58th SCORE BAJA 500

Ensenada, Baja California, Mexico

SCORE BAJA 400 7th

Sept. 9th-13th

7th SCORE Baja 400

Ensenada, Baja California, Mexico

BFGoodrich Tires

SCORE BAJA 1000 59th

Nov. 9th-15th

59th SCORE BAJA 1000

San Jose del Cabo, Baja California Sur, Mexico

SPONSORSHIP PROGRAMS

SCORE RACE SPONSORSHIP LEVEL PROGRAMS

Sponsor utilization of SCORE trademarks and brand integration within all SCORE Marketing Media Assets and Sponsor Marketing Programs

SPONSORSHIPS DESIGNED FOR FLEXIBILITY, AND REACHING TARGET GOALS FOR GLOBAL EXPOSURE

Major Sponsor Level Programs

+ Series Title Sponsor
+ Presenting Sponsor
+ Official Product
+ Official Partner
+ Race Sponsorships

LiveStream Programs:

+ Qualifying
+ Contingency
+ MC Segment
+ Field Updates
+ Finish Line Features
+ Action Desk

Additional Programs:

+ Associate Sponsor
+ Special Race Programs
+ Contingency Programs
+ Special SCORE Journal Sections
+ Video Content Programs
+ Live Tracking
+ Special Units

Benefits:

+ SCORE Journal Digital & Print Ad Program
+ SCORE Trademarks and Content Usage
+ SCORE Marketing Product Integration
+ SCORE Social Media Support
+ Live Stream Spot Branding
+ On-Site Activation

ACCESS SCORE'S TRADEMARKS!

Connect to SCORE's "Baja Proven" 59 Year Legacy

SCORE INTERNATIONAL OFF-ROAD RACING

BFGoodrich Tires

SCORE BAJA 1000 59th

SCORE BAJA 400 7th

BFGoodrich Tires

SCORE BAJA 500 58th

KING OFF-ROAD RACING SHOCKS

SCORE SAN FELIPE 250 39th

BAJA PROVEN

TROPHY TRUCK

TROPHY TRUCK LEGENDS

ON-SITE ACTIVATIONS

BUILDING YOUR BRAND

628,000+

Annual On-Site Race Attendance











ACCESS TO SCORE AFFILIATION & BRAND INTEGRATION WITHIN ALL SCORE MARKETING MEDIA ASSETS

SCORE provides the ability for Manufactures to entertain and showcase the impact the SCORE World Desert Championship delivers for product exposure to our global participants and fan base.

Race Series Activations designed for Flexibility, reaching Target Goals for Global Exposure, and provide Direct Access to SCORE affiliation and brand integration within all SCORE Marketing Media Assets

Race Activation Programs

+ Contingency Display Area
+ Wall Wraps
+ Viewing Stands
+ Live Stream Exposure
+ Start / Finish Line Ramps
+ Custom Programs
+ Team Building/ Great Opportunities for Employee team building and client entertainment and interaction with the Race Teams, off-road and performance manufactures, attending global fan base and the tremendous Mexican market opportunities.

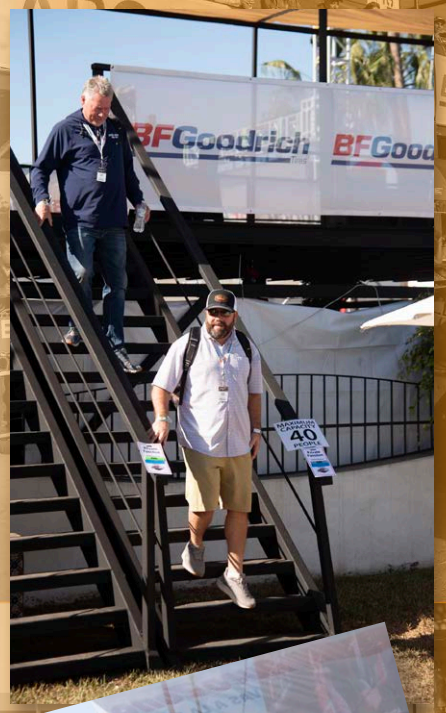


VIP/HOSPITALITY AREAS

VIP areas provide turn-key operations that provide hospitality tent area, exclusive viewing decks with Food and Beverage service.















SCORE WORLD DESERT CHAMPIONSHIP 2026

MARKET EXPANSIONS

SURVIVING BAJA DOCU-SERIES | THE RACER NETWORK |

SURVIVING BAJA

214,600,000

Roku tv tubi

Tubi, Apple TV, Roku
Potential Audience

SURVIVING BAJA DOCU-SERIES

Each of the four episodes dives deep into the thrills of iconic races like the SCORE San Felipe 250, SCORE Baja 500, SCORE Baja 400, and SCORE Baja 1000. With a runtime of 46 minutes per episode, the series highlights personal stories from racers such as Rob MacCachren, Bryce Menzies, and Larry Roeseler.

SCORE's audience is growing across major streaming platforms, with Roku reaching **83.6 million** subscribers, Apple TV engaging **53 million** users globally, and Tubi maintaining its lead as the most-watched free streaming service in the U.S. with **78 million** active monthly viewers.

FEATURING LEGENDS:

+Rob MacCachren
+Bryce Menzies
+Ciaran Naran
+Larry Roeseler
+Gustavo Vildosola Sr.
+Toby Price
+Gustavo 'Tavo' Vildosola Jr.



SCORE'S PLATFORM PARTNERS

Roku:

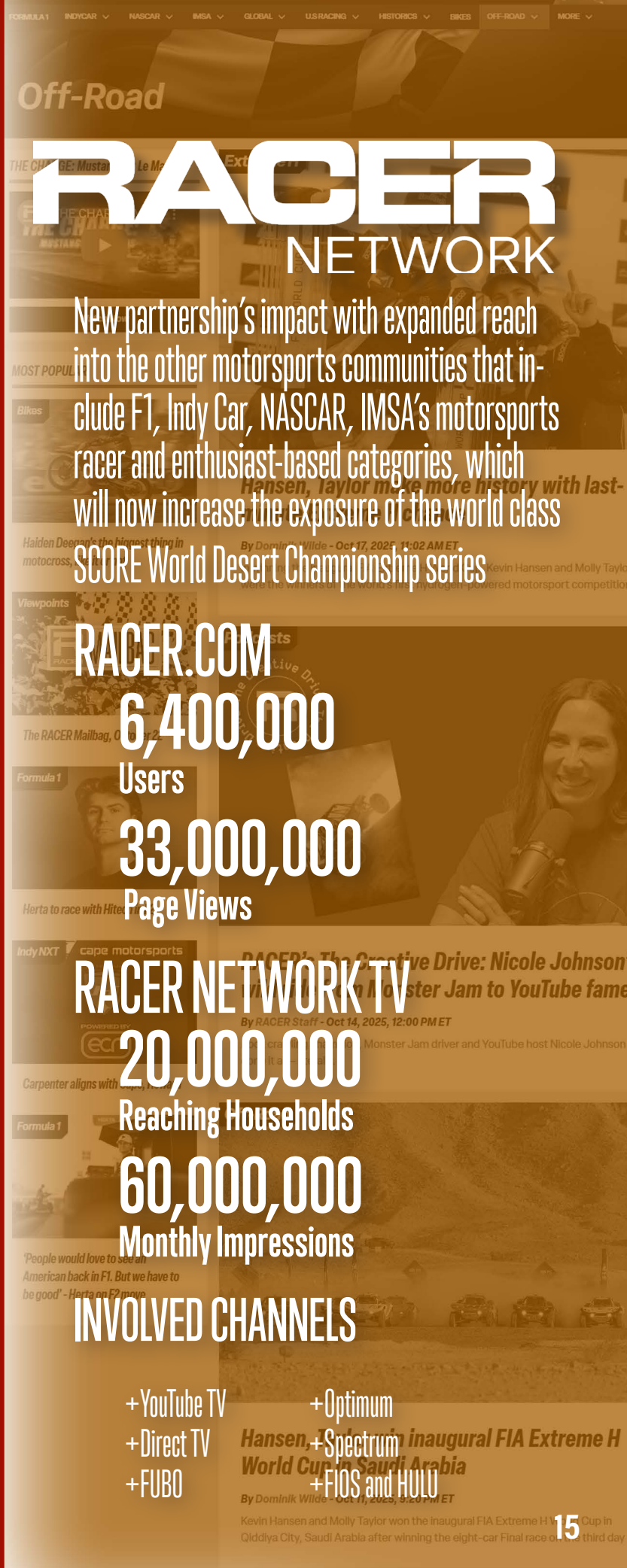
+83.6 million subscribers worldwide
+Partners with top streaming services like Netflix,Amazon Prime Video,& Disney+
+Leading streaming platform for TV and movies globally

Apple TV:

+53 million users globally
+A premier platform for multimedia content accessible on TVs, smartphones, and tablets continues to grow as a social media & content-sharing hub

Tubi:

+Leading free streaming service in U.S.
+78 million active monthly viewers
+Over 8.5 billion hours streamed in 2023
+Provides access to diverse global stories and programming



New partnership's impact with expanded reach into the other motorsports communities that include F1, Indy Car, NASCAR, IMSA's motorsports racer and enthusiast-based categories, which will now increase the exposure of the world class SCORE World Desert Championship series

RACER.COM

6,400,000
Users

33,000,000
Page Views

RACER NETWORK TV

20,000,000
Reaching Households

60,000,000
Monthly Impressions

INVOLVED CHANNELS

+YouTube TV
+Direct TV
+FUBO
+Optimum
+Spectrum
+FIOS and HULU

SCORE WORLD DESERT CHAMPIONSHIP 2026

SOCIAL MEDIA

LEADING SOCIAL PLATFORMS BRAND REACH

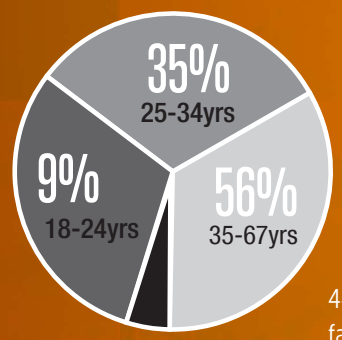
239,500,000

Impressions in Past 12 Months
According to Hookit

SCORE'S SOCIAL MEDIA OUTPERFORMED EXPECTATIONS FOR SPONSORS, ADVERTISERS AND RACE TEAMS

According to industry standard, **Hookit** *, overrall SCORE race content on social media impressions reached over **239,500,000** with **6,900,000** interactions and **166,600,000** video views during the past 12 months!

*SCORE's investment in the Hookit report reflects the data sources from not only SCORE social media assets, but from an additional 833 measured social media entities over a 12 month period. These additional social media entities represented the participating teams' social media efforts along with the off-road, automotive and general media outlets and influencers that have posted SCORE race content or news in the past year.



44% MILLENNIALS

44% of Facebook fans are Millennials between 18-34 with the younger 18-24 age bracket representing 9%.

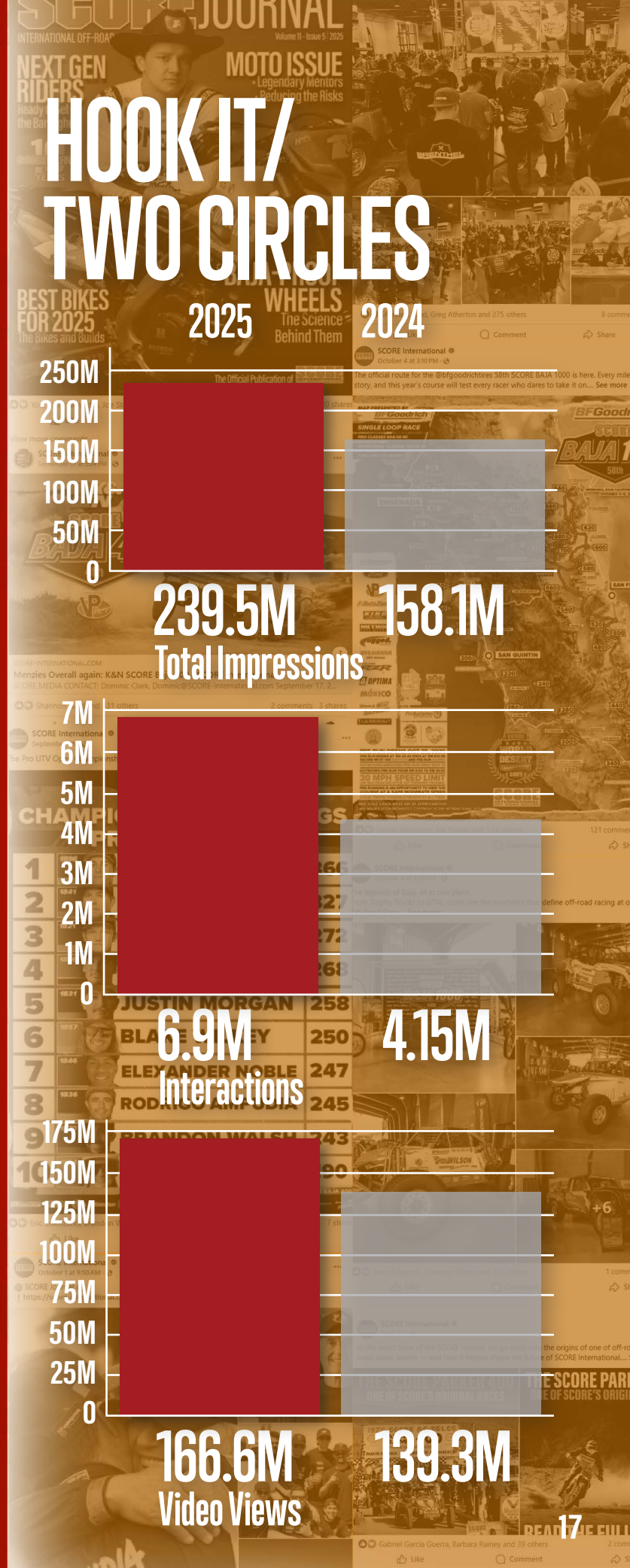


FACEBOOK
SCOREINTL
565,000
Followers

INSTAGRAM
SCOREINTERNATIONAL
290,000
Followers

YOUTUBE
SCOREINTERNATIONALTV
1,489,735
Total Annual Views

X
SCOREINTL
18,000
Followers



SCORE WORLD DESERT CHAMPIONSHIP 2026

LIVE STREAMING

GLOBAL INTERNET BROADCASTING

4,074,445

Views Past 12 Months with SCORE Social, YouTube & SCORE App







OVER 30+ HOURS OF HOSTED LIVE STREAMING PER RACE WITH YOUR INTEGRATED BRANDED CONTENT

Live Stream Broadcast viewed from SCORE-international.com, SCORE App, and Facebook's Livestream total **4,074,445** views

SCORE International has developed a unique global, live streaming Internet broadcast, with increased live program development for 2026.

+ The show has grown to include two live announcers interviewing racers on the big stage throughout the event. Live race action broadcast from five cameras out on the course with camera drones transmitting action back to the booth.
+ Live Streaming Programs available at SCORE Races & Special Events
+ Program expansion with added Live feed locations & drones.

LiveStream Programs:

+ Qualifying
+ Contingency
+ MC Segment
+ Field Updates
+ Finish Line Features
+ Awards



Live Stream Brand Exposure:

+ Full Time Branding on Live Streaming Screen visual
+ Estimated 30+ hours of Hosted Live Streaming per Race Event
+ Brand integration in content
+ Brand video integration into content
+ Brand Commercial Integration

Live Stream Annual Audience

Total Live Stream Views for Qualifying, Contingency and Race Days

4,074,445

YouTube	SCORE App	FACEBOOK
932,614	169,393	2, 972,438

LIVE RACE TRACKING

12 Month - Views

1,415,811



SCORE JOURNAL
DIGITAL MAGAZINE

1,846,372
Average Monthly Readers























THE #1 MEDIA ASSET TO REACH OFF-ROAD MOTORSPORT'S PARTICIPANTS, TEAMS AND OFF-ROAD PERFORMANCE GLOBAL FAN BASE!

Delivers Exclusive SCORE race coverage, driver profiles, sponsor profiles, race product reviews, tech features and full features on SCORE History.

+ Full Video integration for both editorial and advertisers.
+ Content searchable and sharable
+ Content archives always accessible on score-international.com with operating links and videos.
+ **BONUS** Spanish Edition will be expanding for 2026
+ **BONUS** Preview Issue Ad placement in the Printed Race Program issues that are distributed to Teams, VIPs and for fan purchase during race weeks

SCORE JOURNAL IMPACT

Average Monthly Readers
1,846,372

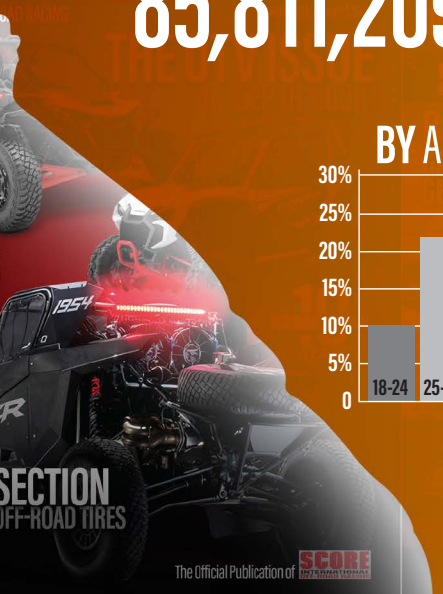
AVG. Engagement Time
29.8 Mins.

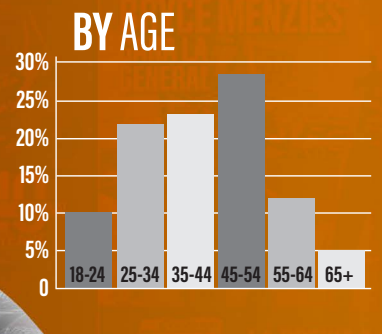
Social Shares
4,042,113

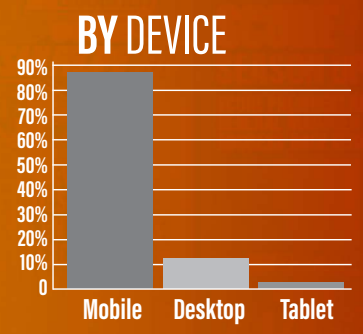
Page Views
85,811,209

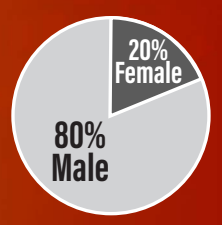
Links Clicked - Annual
757,829

Cover views
17,204,976









GENDER PERCENTAGE



SPANISH EDITION!

La Publicación Oficial De

Mexican Participant, Fan base & SCORE International Media Assets delivery:

SCORE Journal Spanish Edition Monthly Readers
293,401

SCORE Journal - Mexican Market Annual Uniques:
3,520,812

SCORE Jornal Page Views Per Year in Mexican Market
13,729,793

La Publicación Oficial de

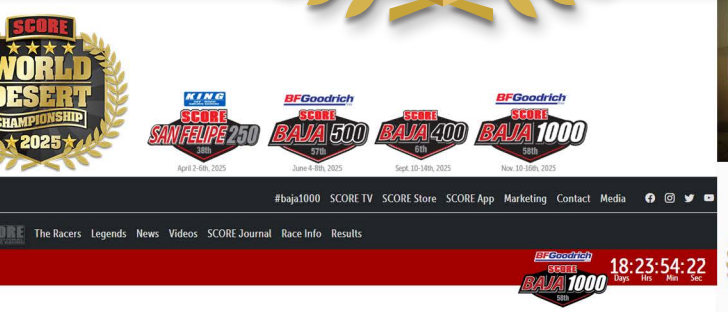
SCORE-INTERNATIONAL.COM

THE SCORE WEBSITE

2,342,166

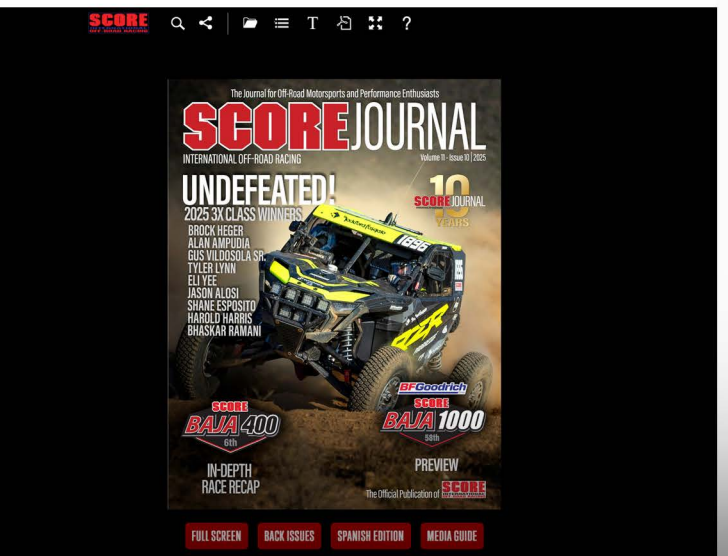
Unique Visitors Past 12 Months











FROM SCORE JOURNAL

CONTINUED GROWTH AND IMPACT | OCTOBER 2025 ISSUE





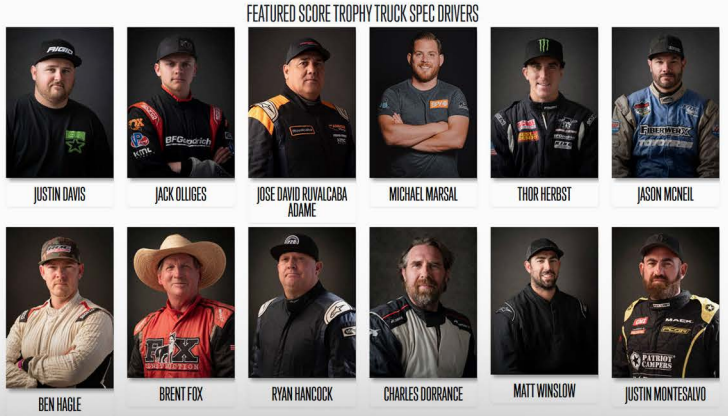


Photo: ©Art Eupenio/GetSomePhoto

SCORE TROPHY TRUCK SPEC

Body and chassis are built similarly to SCORE Trophy Trucks but are limited to high performance sealed stock or "crate engines". Specs: Unlimited full-tube chassis, 2WD suspension only, solid rear drivetrain, factory or "crate" gasoline engine. Vehicle number

FEATURED SCORE TROPHY TRUCK SPEC DRIVERS



JUSTIN DAVIS | JACK OLLIGES | JOSE DAVID RUVALCABA ADAME | MICHAEL MARSAL | THOR HERBST | JASON MCNEIL

BEN HAGLE | BRENT FOX | RYAN HANCOCK | CHARLES DORRANCE | MATT WINSLOW | JUSTIN MONTESALVO

2025 SCORE TROPHY TRUCK SPEC POINT STANDINGS | POINTS THRU BAJA 400

1. JUSTIN DAVIS #205 | 367 POINTS
2. JACK OLLIGES #227 | 336 POINTS
3. JOSE DAVID RUVALCABA ADAME #209 | ...
4. MICHAEL MARSAL #236 | 320 POINTS
5. THOR HERBST #208 | 320 POINTS
6. NEAL DRICKEY #230 | 313 POINTS
7. JASON MCNEIL #234 | 270 POINTS
8. BEN HAGLE #246 | 269 POINTS
11. CHARLES DORRANCE #299 | 216 POINTS
12. MATT WINSLOW #258 | 212 POINTS
13. JUSTIN MONTESALVO #280 | 198 POINTS
14. JORDAN BRENTHEL #273 | 176 POINTS
15. SANTIAGO CREEL #266 | 173 POINTS
16. JORGE SAMPIETRO #297 | 166 POINTS
17. BRYCE SWAIM #242 | 153 POINTS
18. SEAN GEISER #214 | 150 POINTS
21. CHELSEA MAGNESS #232 | 118 POINTS
22. NICOLAS IBARRA #221 | 114 POINTS
23. MAXIME LOSIER #223 | 113 POINTS
24. COLE HARDIN #278 | 112 POINTS
25. PAUL DICKSON #217 | 111 POINTS
26. ARNOLDO GUTIERREZ JR. #264 | 111 POI...
27. ERIK DAVIS #252 | 110 POINTS
28. COURTNEY REYNOLDS #267 | 109 POINTS
31. TREY GIBBS #215 | 100 POINTS
32. CADE GARCIA #298 | 97 POINTS
33. PAT SIMS #211 | 95 POINTS
34. LUIS ANGEL HUERTA DURAN #275 | 95 ...
35. JOE DELUCIE #265 | 93 POINTS
36. ABEL MAGDIEL SOTO LEYVA #265 | 92 ...
37. JOSE LEON #267 | 91 POINTS
38. SCOTT MCNEIL #203 | 90 POINTS



THE ICONIC ENSENADA WASH SET TO HOST THE SIXTH BFGOODRICH TIRES SCORE BAJA 1000



WELLS LEADS THE 2025 SCORE WORLD DESERT CHAMPIONSHIP

ENSENADA, Baja California, Mexico— The 2025 SCORE World Desert Championship is currently led by Kaden Wells, 26, Hurricane, Utah, who holds 370 points and sits atop the Pro UTV FI class, following the first three rounds of the season held ... READ MORE



[JACKSON/ANDY MCMILLIN: MCKENZIE RACING TEAMMATES, SCORE TROPHY TRUCK WINNERS AT SCORE BAJA 1000]

ENSENADA, Baja ... consistent and relatively ... team' of Las Vegas' Rob Mac... McMillin rolled like Rockstars, ... fortune to overcome a typical ... course and 239 ... READ MORE

SEE MORE NEWS

INTRODUCING SCORE BAJA 1000 TEQUILA



SCORE BAJA 1000 TEQUILA

As a homage to Mexican culture and the vibrant tradition ... International takes pride in crafting a tequila that embodies its ... raising a glass to one of the world's premier motorsports events.

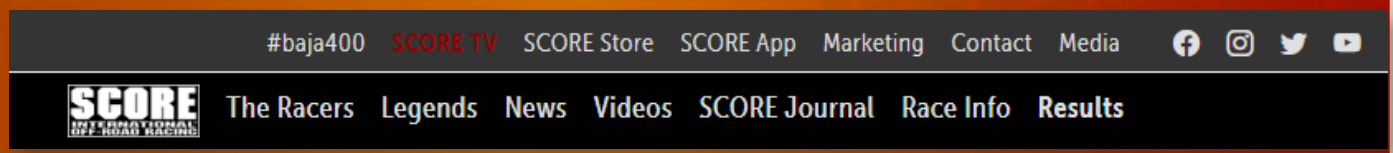
SCORE BAJA 1000 Tequila is more than just a beverage; it's ... excellence and the celebration of adventure. Our premium Tequila ... Baja and delivers a unique and memorable drinking experience. Proudly ... e you to enjoy on the rocks, or in cocktails with friends and share the adventure.

PURCHASE BAJA 1000 TEQUILA

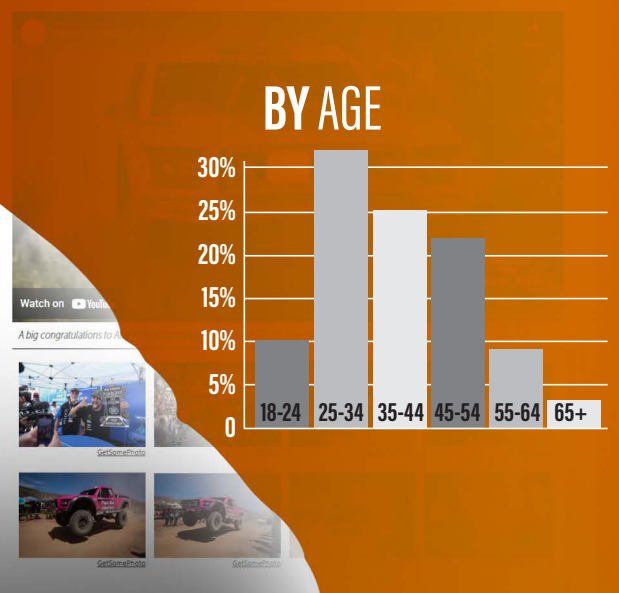
EXCLUSIVE CONTENT DRIVEN FEATURES, NEWS AND VIDEO COVERING ALL ASPECTS OF SCORE OFF-ROAD RACING AND LIFESTYLE

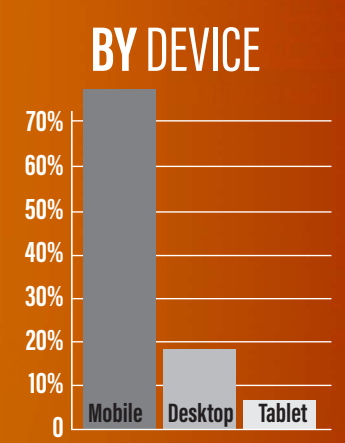
Delivering Over **2,342,166** Users & **4,962,076** Page Views!

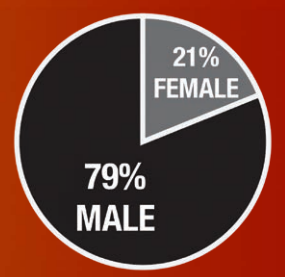
SCORE-International.com is the source for delivering all important SCORE World Desert Championship RACER Information and the latest information on SCORE news, team updates, tech, safety tech, UTV & Motorcycle category, Truck and Buggy Teams, products and equipment updates, features, and more for the information needs for both the SCORE racers and fan base.



+ All Content searchable and sharable
+ SCORE Race Coverage
+ SCORE Live Streaming Coverage
+ SCORE Race Tracking service
+ SCORE Journal digital magazine access and archived issues
+ SCORE App & all Social Media access
+ All RACER Information available on special tab that presents all the racer specific information in an easy, direct access format.
+ Access to all SCORE Marketing information







GENDER PERCENTAGE

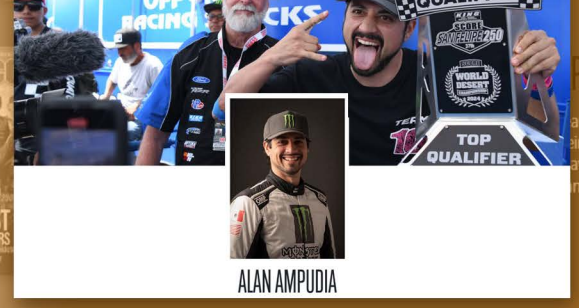
RACE INFORMATION PAGES

SCORE includes the latest racer information, historical race data, rulebooks and safety information.



DRIVER OF RECORD PAGES

1,864 "Driver of Records" since 2017 have their own webpage with all their results and sponsors.



CLASS INFORMATION PAGES

All SCORE classes and definitions along with listings of the Drivers of Record and the current class standings.



SCORE WORLD DESERT CHAMPIONSHIP 2026

SCORE OFF-ROAD TV

ON-DEMAND TV PLATFORM

Roku · tv · Download on the App Store · GET IT ON Google Play

200+

Movies & TV Shows

Available on iOS, Andriod, Apple TV, Roku and the web

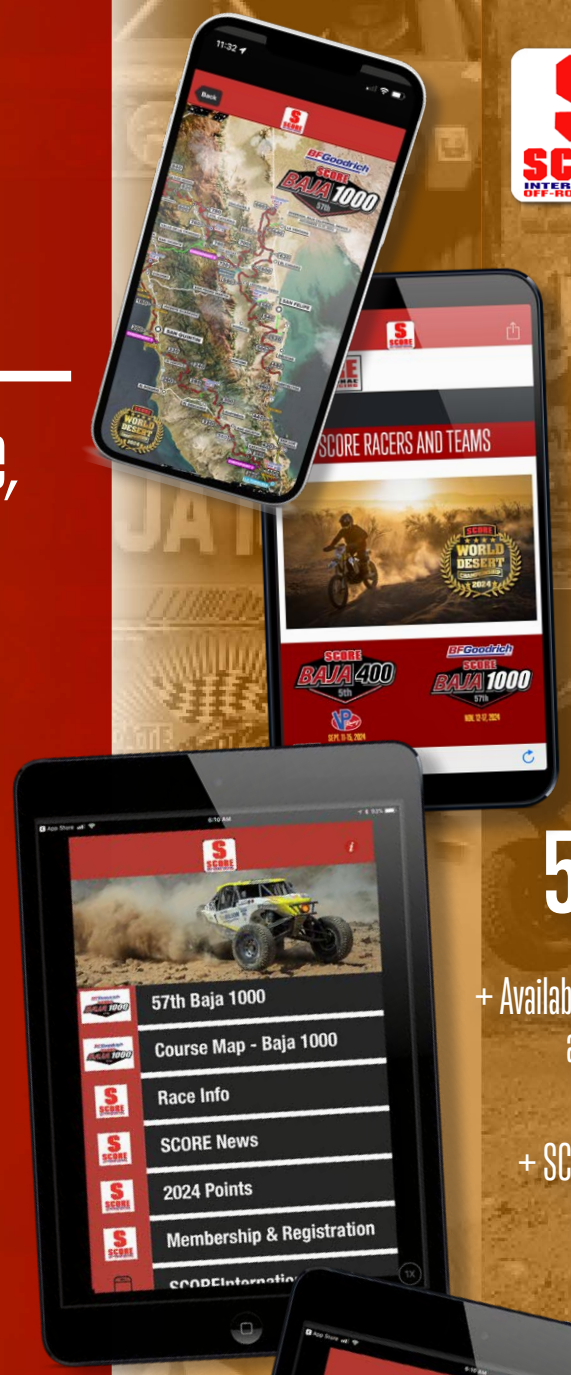
WATCH WHEN YOU WANT, AS MANY TIMES AS YOU WANT. FROM THE COMFORT OF YOUR OWN LIVING ROOM OR ON YOUR CELL!

An exciting new video on-demand platform hosted on the web, mobile, Apple TV and Roku.

SCORE Off-Road TV launched its exciting new video on-demand platform hosted on the web, mobile (Android & IOS), Apple TV, and Roku. SCORE Off-Road TV will offer a variety of content from 1967 to present, as well as host the SCORE LIVESTREAM, TV shows, films, and other exclusive video content related to SCORE International Off Road Racing.

+ Will also feature historical TV shows and films, allowing fans to engage in the rich history of SCORE off-road racing.
+ Most content was aired once on television, but has never been available on any other platform.
+ With an optimized user experience, fans will register for free, and engage into the SCORE video experience from the comfort of their own home.
+ For more information, visit SCOREMediaHouse.com.





THE SCORE APP

SCORE Total Active App Downloads

219,000

12 Month Total Sessions

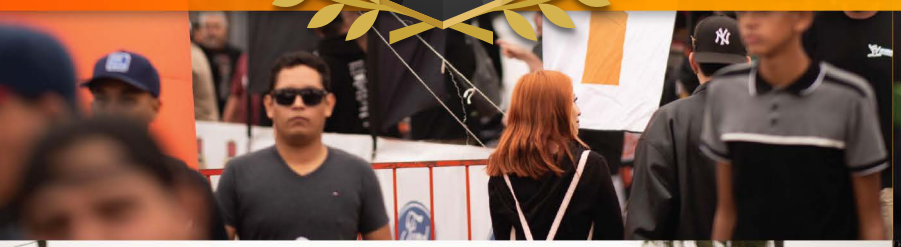
5,802,875

+ Available free with Android, Apple applications for cell phone, tablets & laptop usage.
+ SCORE App with a 5+ minute usage percentage of 57%

SCORE WORLD DESERT CHAMPIONSHIP 2026

CONTINGENCY

PRE-RACE EXPOSURE & FESTIVITIES







195,000+

Attendees

Reached Past 12 Months









UNIQUE RACER AND FAN EXPERIENCE ALLOWING UP CLOSE AND PERSONAL INTERACTIONS WITH SCORE RACERS & LEGENDS .

Reach over 195,000+ Attendees as racers parade their race vehicles and interact with the crowds

The day/days before the race where fans, sponsors, teams and drivers come together and enjoy the event together. Sponsors showcase their products and services as racers parade through crowds with their race vehicles. Fans and spectators mingle in the "Culture" of SCORE International to get their photos, souvenirs and autographs from their favorite drivers, teams and celebrities.

+ Direct to Racer Programs
+ Listing & program details on Web Site with Link
+ Contingency Watch program highlights with SCORE Journal and SCORE-International.com
+ Turn-Key administration on sticker application requirement
+ Finisher reports with contingency results supplied to participating manufacturers



SCORE LICENSING PROGRAMS

SCORE International provides unique marketing and branding support for all licensing programs with our industry leading marketing and media assets. These are available to further enhance your company and product's impact in the market to separate your products out from the competition. Licensing programs can involve:

+ Branding with SCORE Trademarks
+ Custom Programs
+ Content Programs involving print, social media, on-line & television

SCORE

WORLD DESERT CHAMPIONSHIP 2026

SCORE INTERNATIONAL® OFF-ROAD RACING

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SCORE-International.com

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