



**Nick Reich**  
*Professional Off-Road  
Racing Driver & Brand  
Ambassador*  
**Partnership Opportunities  
— 2026 Season**

Please take a moment to look through my journey — to see how far I've come, and to learn a little about my life, my passion for racing, and what I have to offer through this proposal.





TOW RIG———Kenworth  
T680 2021

READY FOR SPONSOR WRAP

RACE TRAILER—— 2021

PIT VEHICLE——2024 EGO

READY FOR WRAP



Kenworth T680  
TOW RIG  
BORN 2021



Fordzilla  
ROCK BOUNCER  
BORN 2021



Ego Pit Bike

I TAKE MY  
RACING VERY  
SERIOUS, I HAVE  
THE BEST  
EQUIPMENT AND  
EXPECT ONLY  
THE BEST  
PERFORMANCE”





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# View Count For Media videos of FordZilla 2025

**5.7M** - <https://www.youtube.com/shorts/GkVmZJMAx50>

**31.2k** - <https://www.facebook.com/MadRam11/videos/9400165090019114>

**55.5k** - [https://www.tiktok.com/@bustedknucklevideo/video/7432837251781938475?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7483321342786012718](https://www.tiktok.com/@bustedknucklevideo/video/7432837251781938475?is_from_webapp=1&sender_device=pc&web_id=7483321342786012718)

**49k** - <https://www.facebook.com/reel/1214095559687376>

**3.2M** - <https://www.facebook.com/reel/1773755320230274>

**14k** - <https://www.facebook.com/reel/709581008413099>

**39.6k** - [https://www.instagram.com/reel/DH3f6r\\_xby4/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DH3f6r_xby4/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**8.5k** - <https://www.facebook.com/reel/1783179059283575>

**57k** - <https://www.facebook.com/reel/1208063317133734>

**11k** - <https://www.facebook.com/reel/1603807903629643>

**24k** - <https://www.facebook.com/reel/696363866091387>

**28k** - <https://www.facebook.com/reel/24408960055360674>

**11k** - <https://www.facebook.com/reel/1922136488721121> —

**80k** - <https://www.facebook.com/reel/728249680148385>

**75K** - <https://www.facebook.com/reel/1406236797357977>

**21.9k** - [https://www.instagram.com/reel/DJ4J9PCxgX0/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJ4J9PCxgX0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**12.2k** - [https://www.instagram.com/reel/DJVQBtsvFjF/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJVQBtsvFjF/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**17.2k** - [https://www.instagram.com/reel/DJAb2b5vEvL/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJAb2b5vEvL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**26.4k** - [https://www.instagram.com/reel/DHTfBULxO8o/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DHTfBULxO8o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**30K** - <https://www.youtube.com/shorts/PcqBEXRgRSc>

**21.5k** - [https://www.instagram.com/reel/DJX-tCDxwIX/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DJX-tCDxwIX/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

**48K** - <https://www.facebook.com/reel/1330221808457819> —

**5.7k** - [https://www.tiktok.com/@madram11/video/7480257496662166826?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=7511815259277166122](https://www.tiktok.com/@madram11/video/7480257496662166826?is_from_webapp=1&sender_device=pc&web_id=7511815259277166122) —

# View Count For Media Videos of FordZilla 2024

**76k** reel — <https://youtube.com/shorts/1hMageUPD2E?si=X0zIQ4HtUjSLBbHV>

**24k** reel <https://www.facebook.com/share/r/rXAWV55ZoUfpmDXu/?mibextid=wwXlfr>

**33k** plays <https://www.facebook.com/share/r/ZxbzNmWu6vBmxBeZ/?mibextid=wwXlfr>

**12k** plays <https://www.facebook.com/share/r/VTL9Rw72rtE29npJ/?mibextid=wwXlfr>

**39k** plays <https://www.facebook.com/share/v/FvZEexLWz9EYeCbK/?mibextid=wwXlfr>

**18k** plays <https://www.facebook.com/share/v/6SLD2oK9jdy2y6rS/?mibextid=wwXlfr>

**122k** plays <https://www.facebook.com/share/v/YcsStWsSrWUSqW7K/?mibextid=wwXlfr>

**21k** plays <https://www.facebook.com/share/v/ovu718rNeKyUgPee/?mibextid=wwXlfr>

**36k** plays <https://www.facebook.com/share/v/zwN7LiRPnSzV3MHD/?mibextid=wwXlfr>

**14k** plays <https://www.facebook.com/share/v/EgdLvaYhobAKkmD6/?mibextid=wwXlfr>

**35k** plays <https://www.facebook.com/share/v/yEpKUzjPWZFZtjDL/?mibextid=wwXlfr>

**78k** plays <https://www.facebook.com/share/v/Ug6Bxo42zLPu7u5H/?mibextid=wwXlfr>

**84k** reel <https://www.facebook.com/share/v/7uyVwzHaJYWM8U6T/?mibextid=wwXlfr>

**78k** plays <https://www.facebook.com/share/v/Ug6Bxo42zLPu7u5H/?mibextid=wwXlfr>

**15k** plays <https://www.facebook.com/share/r/cekiF9kK4Y4bd4yj/?mibextid=wwXlfr>

**40k** plays <https://www.facebook.com/share/r/RrsCsJegihQ6oeJ5/?mibextid=wwXlfr>

**36k** plays <https://www.facebook.com/share/v/zwN7LiRPnSzV3MHD/?mibextid=wwXlfr>

**14k** plays <https://www.facebook.com/share/v/EgdLvaYhobAKkmD6/?mibextid=wwXlfr>

**21k** plays <https://www.facebook.com/share/v/ovu718rNeKyUgPee/?mibextid=wwXlfr>

**26k** plays <https://www.facebook.com/share/v/GcL4qw95kKAtJVEE/?mibextid=wwXlfr>

**84k** plays <https://www.facebook.com/share/v/krHdP9L9HysxTvxj/?mibextid=wwXlfr>

**5k** plays <https://www.facebook.com/share/v/xviLvtaihHCwV93g/?mibextid=wwXlfr>

**84k** plays <https://www.facebook.com/share/v/7uyVwzHaJYWM8U6T/?mibextid=wwXlfr>

**8k** plays. <https://www.facebook.com/share/v/n527HjDRUwWUpNnG/?mibextid=wwXlfr>

**8k** reels. <https://youtube.com/shorts/VlJpN7PKC18?si=EU06Bm5JALR-clYj>

**7k** reels <https://youtube.com/shorts/1Qc8-7dLegU?si=qYsMqi2xL5eMjN6P>

**5k** reels [https://youtube.com/shorts/JmaS\\_k1uaUw?si=mB7w0zf3rNMAuESE](https://youtube.com/shorts/JmaS_k1uaUw?si=mB7w0zf3rNMAuESE)

**5k** reels [https://youtube.com/shorts/26kTKPo69hY?si=AjRsbxJBc\\_sOk\\_5O](https://youtube.com/shorts/26kTKPo69hY?si=AjRsbxJBc_sOk_5O)





 TikTok-fordzillarockbouncer

 Instagram-fordzillarockbouncer

<https://www.facebook.com/share/1QXkg6Uy6n/?mibextid=wwXlfr>





Outlaw~Hawk Pride~ Race #1	3rd Place
NRRA~Windrock~ Race #1	9th Place
Outlaw~Carter~ Race #2	6th Place
NRRA~Wildcat~ Race #2	5th Place
Outlaw~Good Evening Ranch~ Race #3	10th Place
NRRA~Hot Springs~ Race #3	10th Place
NRRA~Rush~ Race #4	6th place
Neillsville Shootout	1st Place
Neillsville Best In Show	1st Place
Outlaw~Sugar Creek~ Race #4	3rd Place
Dresser Memorial Weekend Track Race	1st Place
NRRA~Hawk Pride~ Race #5	1st Place
Outlaw~Alabama Ride Park Race #5.	8th Place
NRRA~Good Evening Ranch Race #6	9th Place
Outlaw~Blue Hollar~ Race #6	10th Place
Final for Outlaw Series	7th Place
NRRA~Pretty Place ~ Race #7	5th Place
NRRA~Rush Springs~Race #8	2nd Place
NRRA~Indian Mountain~ Race #9	4th Place
NRRA~ WILDCAT NRRA FINALS #10	2nd place
BATTLE OF THE BOUNCERS WINDROCK	1St Place
NRRA~ Season Points Placing.	3rd Place
NRRA~ ROOKIE OF THE YEAR!	



**Outlaw -1 Hawk Pride, AL**-----**5th place finish**  
**NRRA- 1 Windrock, TN**-----**4th place finish**  
**Outlaw-2 Wheelin in the country**-- --**12th place finish**  
**NRRA-2 wildcat offroad, KY**-----**2nd place finish**  
**NRRA-3 Hot Springs, AR**-----**8th place finish**  
**Outlaw 3 Greasy Bend Batesville**---**3rd place finish**  
**NRRA-4 Rush Offroad, KY**-----**3rd place finish**  
**NRRA-5 Fidler's bend, OK**-----**3rd place finish**  
**Neillsville Shootout**-----**2nd place finish**  
**Outlaw-4 Sugar Creek**-----**2nd place finish**  
**Dresser Memorial weekend track race**-**2nd place finish**  
**Dresser Yellow Rock race**-----**1st place finish**  
**Medford Rodeo grounds race**-----**1st Place finish**  
**Outlaw-5 Blue Holler**-----**1st Place finish**  
**NRRA-6 Good Evening, WV**-----**1st Place finish**  
**NRRA-7 Pretty Place, TN**-----**2nd Place finish**  
**Medford rodeo ground**-----**Canceled**  
**NRRA 8- Hawk Pride, AL**-----**1st Place finish**  
**NRRA 9- Rush Springs, MO**-----**1st Place finish**  
**Dresser Track Race**-----**2nd Place finish**  
**NRRA 10- Wildcat offroad, KY**-----**4th Place finish**  
**Battle of the Bouncers** -----**2nd Place finish**  
**PRI**-----**Dec 10th-12th**

Outlaw-1 Hawk Pride - - - - - February 21st  
 Outlaw-2 NW Alabama- - - - - March 21st  
 Outlaw-3 Greasy Bend- - - - - April 25th  
 Outlaw-4 Sargar Creek- - - - - May 16th  
 Outlaw-5 Blue Holler- - - - - June 13th  
 NRA- Race Schedule to be announced....  
 Local Race Schedule to be announced.....

**NRRA Season Points Placing - 2nd Place**  
**Outlaw Season Point Placing - 1st Place**





# Meet FORDZILLA

## Bouncer

MOTOR— 530Ci Big Block Ford  
HP— 750+

TORQUE—800+

TRANNY— COAN MONSTER GLIDE

REAR END— SPIDERTRAX, GEAR WORKS, & RCV

FRONT END—SPIDERTRAX, GEAR WORKS, & RCV

TCASE— SCS STRAIGHT DRIVE

CHASSIS— CHROMOLY JAKE PIKE BUILT

SHOCKS— ORI STRUTS Gen 3

RIMS & TIRES— STAZWORKS DOUBLE BEAD LOCK &  
MICKEY THOMPSON PRO X

STEERING— CUSTOM PSS

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# MEET NICK

I grew up in Northern Wisconsin, where my passion for motorsports began early—riding 3-wheelers, 4-wheelers, and dirt bikes with my family. I started racing ATVs and dirt bikes at a young age, continuing competitively until I was 31.

After high school, I worked in construction and welding before purchasing a local bar and restaurant at age 21, which I successfully ran for several years. In 2010, I transitioned into the oil and gas industry, working across the U.S. until the market downturn in 2015. During that time, my wife managed our business while I was on the road.

Returning home in 2015, I joined Buesser Concrete and reconnected with a fellow dirt bike enthusiast, which reignited my passion for racing. I also started my own company Excel Construction, specializing in custom concrete work. As the business grew and I worked on building my race buggy, competitive racing took a temporary back seat.

In 2016, I acquired majority ownership of Northwoods RockRally, a local rock festival our bar had sponsored for years. I introduced motorsports—rock bouncers and Side x Side racing—which became a huge success. I competed in the inaugural event, finishing 8th out of 32 buggies, and quickly became part of a close-knit racing community.

In 2023, we took our commitment to the sport to the next level by having renowned builder Jake Pike rebuild our buggy, “Fordzilla.” We began racing nationally in circuits like the NRRA and Outlaw Series, earning Rookie of the Year, 7th overall in Outlaw, and 3rd in NRRA points. A highlight of the season was sweeping all three hills at the *Battle of the Bouncers*.

Today, I remain dedicated to advancing in motorsports while balancing family, business, and a deep-rooted love for the racing community.



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# WHY PARTNER WITH *Behind Bars Racing*

## WHAT WE CAN OFFER

### Why Partner With Us

As a competitor in premier national rock bouncing series such as the NRRA and Outlaw Series, our team offers sponsors high-impact visibility across a rapidly growing motorsports audience. With a strong presence at major events, consistent social media engagement, and a reputation for professionalism on and off the course, we are committed to delivering value to our partners.

### Sponsorship Benefits

- **Brand Exposure**  
Your logo prominently displayed on our race buggy “Fordzilla,” team gear, trailer, and pit setup at events across the country.
- **Social Media Promotion**  
Regular shoutouts, tags, and mentions across our platforms—highlighting your brand in race recaps, behind-the-scenes content, and event coverage.
- **Event Visibility**  
Exposure at high-attendance races and festivals, including the NRRA and Outlaw Series circuits.
- **Authentic Brand Representation**  
A direct connection to grassroots motorsports fans through a racer who values community, family, and hard work.
- **Product Demos & Activation**  
Opportunities for hands-on demonstrations, giveaways, or booth space at select events.
- **Media Coverage**  
Potential inclusion in livestreams, race photography, and third-party media that cover the events we participate in.





Over the past two years, my journey in the off-road Rock Bouncing world has been nothing short of transformational. I entered the sport as an underdog and quickly made history — becoming the first *Rookie of the Year* to finish **3rd overall in series points** in the 14-year history of the sport.

Fast forward to today, I’m proud to share that I am now the **Outlaw Series Champion 🏆**, and I’ve just wrapped up the **National Rock Racing Association (NRRA)** season with a **2nd place overall finish**. It wasn’t the ending I had hoped for, but I’m incredibly proud of the consistency and drive that kept me near the top all year long. The momentum on track is undeniable — and the story continues to build.

That rise has also caught the attention of the media world. The National Rock Racing Series took all the live race coverage and driver interviews from the 2024 season and turned it into a **professionally produced TV show — now streaming on Amazon Prime**. While I’m not the producer, my journey naturally became one of the central storylines — featuring my underdog climb, podium finishes, and driver interviews. The show first aired in a successful test run on Speed Sport, and is now reaching both **national and global audiences** through Amazon Prime.

This exposure builds on momentum already fueled by major off-road content creators such as **MadRam11 (962k subs)**, **Busted Knuckle Films (931k subs)**, **High Octane Films**, and **NRRA Livestream**. It has also led to strong partnerships with industry-leading brands including **Mickey Thompson Tires, AMSOIL, Optima Batteries, ORI Struts, Fuel Factory, Rod End Supply, Roadrunner Performance, Branik Motorsports, Stazworks, Gearworks, Vision Wheels, RCV Axles and more**.

Beyond the track and TV, my presence continues to grow within the racing industry. I’ve been featured across **four major booths at the PRI (Performance Racing Industry) Show**, and this year, my bouncer “**Fordzilla**” will be **on display at PRI through Roadrunner Performance**, giving sponsors direct exposure on one of the industry’s biggest stages. Fans and professionals alike engage with my program — through live events, social media, and merchandise — creating a loyal and expanding grassroots following.

Looking ahead to **2026**, I’m fully committed to continuing to compete at the highest level while amplifying the visibility and impact of the brands that join me on this journey. With a championship title, a top finish in NRRA, national TV coverage, and PRI exposure all converging, this upcoming season presents an **unmatched opportunity for partnership and shared success**.

Thank you for taking the time to learn more about my story and vision. I’d love to schedule a time to discuss how a partnership could benefit both sides.

**Best regards,**

**Nick Reich**

*Driver of “Fordzilla” | Outlaw Series Champion | NRRA 2nd Overall*



## Sponsorship Tiers — 2026 Racing Season



### Foundation Tier — \$10,000

*An entry point for brands looking to align with a proven championship team.*

#### **Includes:**

*Social media mentions across Instagram, TikTok, and Facebook*

*Product shoutouts during race prep and event operations*

*Logo placement on our race vehicle (visible in photos, videos, and livestreams)*

*Inclusion in our year-end highlight reel*



### Performance Tier — \$20,000

*Expanded visibility and stronger brand integration throughout the season.*

#### **Includes everything in the Foundation Tier, plus:**

*1–2 minute **brand feature video** showcasing your product in use*

*Monthly branded short-form content (Reels, TikToks, or YouTube Shorts)*

***Enhanced logo placement** on high-visibility, camera-facing panels*

***Tagging and collaboration** opportunities on shared posts*



### Champion Tier — \$35,000+

*Maximum exposure, partnership activation, and brand storytelling opportunities.*

#### **Includes everything in the Performance Tier, plus:**

*Integrated **brand mentions** across content (short-form ads, YouTube features, and posts)*

***Weekly cross-promotion** of your brand’s content on our platforms*

***Premium logo placement** (hood, doors, cockpit — primary visibility zones)*

*A dedicated “**Brand Spotlight Day**” across all social media platforms*

***Event activations** — co-branded giveaways, fan experiences, and booth collaborations*

 **Optional:** On-site appearance with Fordzilla + Nick Reich for your event or promotion

Provisions: