HEMMER
MOTORSPORTS

2026 Marketing Deck





www.hemmermotorsports.com

Meet Hemmer Racing



Brothers ***Nick and Steve Hemmer*** started racing snowmobiles in the early ninties. Years later when the brothers began their families, they were both still very passionate about snowmobiling. In 2017, the brothers really noticed their kids had the same passion for snowmobiling as they did. As a result, they decided to try more ISOC regional and national snocross events.

The brothers loved the friends and family environment snocross had to offer, so they decided to start their own race team. Today, Hemmer Motorsports is a Polaris fatory-backed effort that allows the family to share their passion of motorsports while involving family, friends, and fun. In addition, the team now fields top-tier racers in the highly competitive Pro Lite class, the final stepping stone to the sport's top division.

ISOC Snocross is the premier snocross circuit in the world. Two-day national events draw upwards of 30,000 powersports enthusiasts and every race is broadcast on the CBS Sports Network as well as streamed in real time on Flo Sports and Prime Video.

Nick and Steve Hemmer

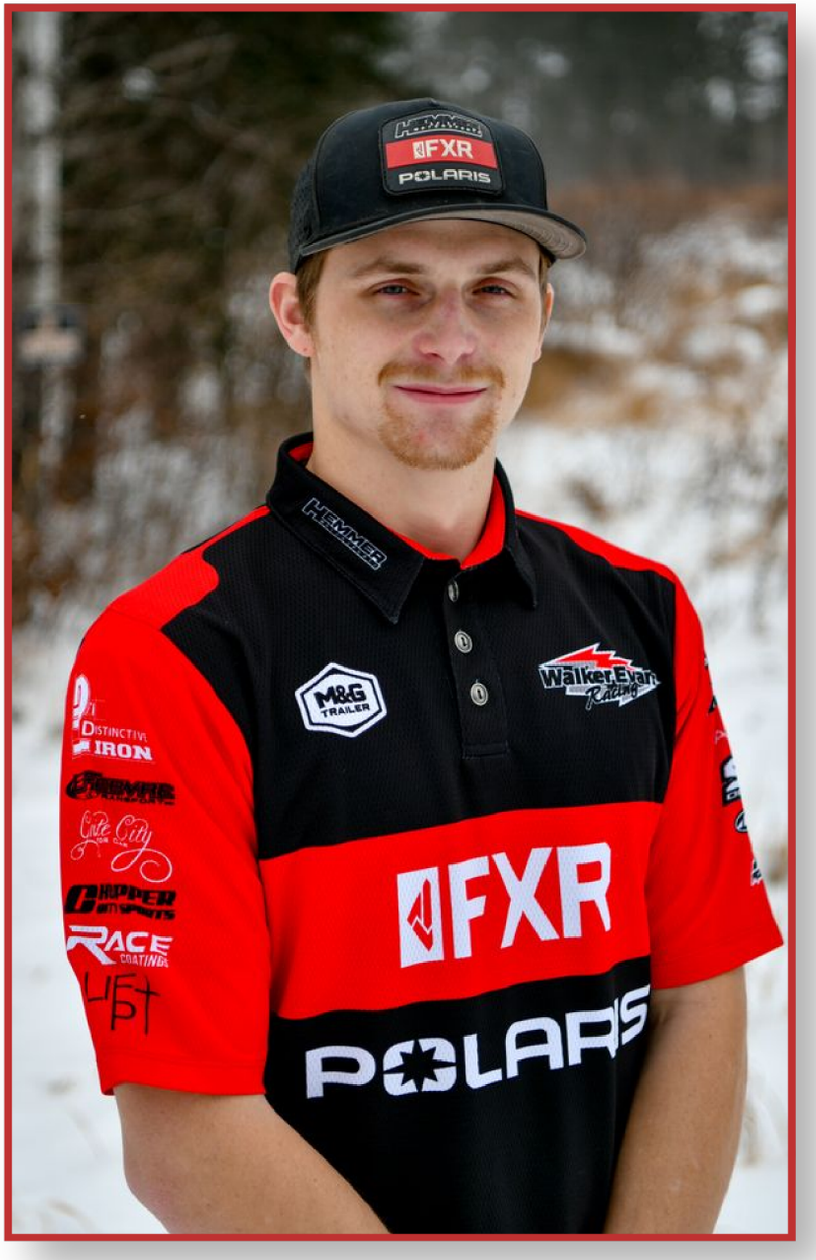
TYLER ARCHAMBAULT #901

Now entering his 3rd year in the Pro Lite division, Tyler Archambault proved to be a consistent top five finisher in 2025 and is considered a Championship contender this upcoming season.

He sat out for the 2026 year related to injury. He has used this time to rebuild and come back stronger than ever!

CAREER HIGHLIGHTS

- ☑ 2025 Pro Lite - 4th (1 win, 5 podiums)
- ☑ 2024 Pro Lite - 15th (2 podiums)
- ☑ 2023 Sport - 3rd (1 win, 11 podiums)
- ☑ 2022 Sport - 6th
- ☑ 2021 Sport - 7th



Class: Pro Lite
Age: 24
Hometown: Mancelona, MI
Hobbies: Motocross, hunting, operating heavy equiptment, hanging out with friends, and spending time with family.

Avery Hemmer #15

Avery won the Pro Women's championship in her rookie year in the class at just 14 years old, making her the youngest rider ever to win a pro championship.

She won 11 out of 16 races, and had a total of 13 podium finishes. She now holds 6 Snocross championships in 8 years of racing.

CAREER HIGHLIGHTS

- ☑ 2026 Pro Women's Champion
- ☑ 2025 Champion Jr. Girls (11 wins - Undefeated)
- ☑ 2024 Champion Jr. Girls (5 wins, 2 podiums)
- ☑ 2023 Jr Girls 9-13 - 2nd
- ☑ 2022 Champion 120 Champ 6-12
- ☑ 2021 Champion 120 Champ 6-12



Class: Pro Women
Age: 15
Hometown: Nowthen, MN
Hobbies: watching anything motorsports related, motocross, mountain biking, wakesurfing and spending time with family and friends.

Lila Hemmer #005

Lila earned the most improved rider last season from the series. She proved this with her 11 podium finishes out of 14 races. This included 2 wins and 6 second place finishes.

CAREER HIGHLIGHTS

- ☑ 2025 Jr. Girls - 3rd
- ☑ 2023 120 Champ 6-12 - 4th
- ☑ 2023 Transition 8-10 - 10th
- ☑ 2022 120 Champ 6-12 - 4th



Class: Junior Girls
Age: 13
Hometown: Otsego, MN
Hobbies: Wakesurfing and boarding and watching football and motorsports.



The Team

Hemmer Motorsports has an experienced crew that consists of veteran tour mechanics, as well as former Pro racers who work with our current riders on racecraft and testing feedback.



NICK HEMMER

Co-owner & mechanic for Lila Hemmer

STEVE HEMMER

Co-owner & mechanic for Avery Hemmer

MATT JANSEN

Truck driver & team cook

DEREK ELLIS

Tuner, fabricator & rider coach

DALTON VETSCH

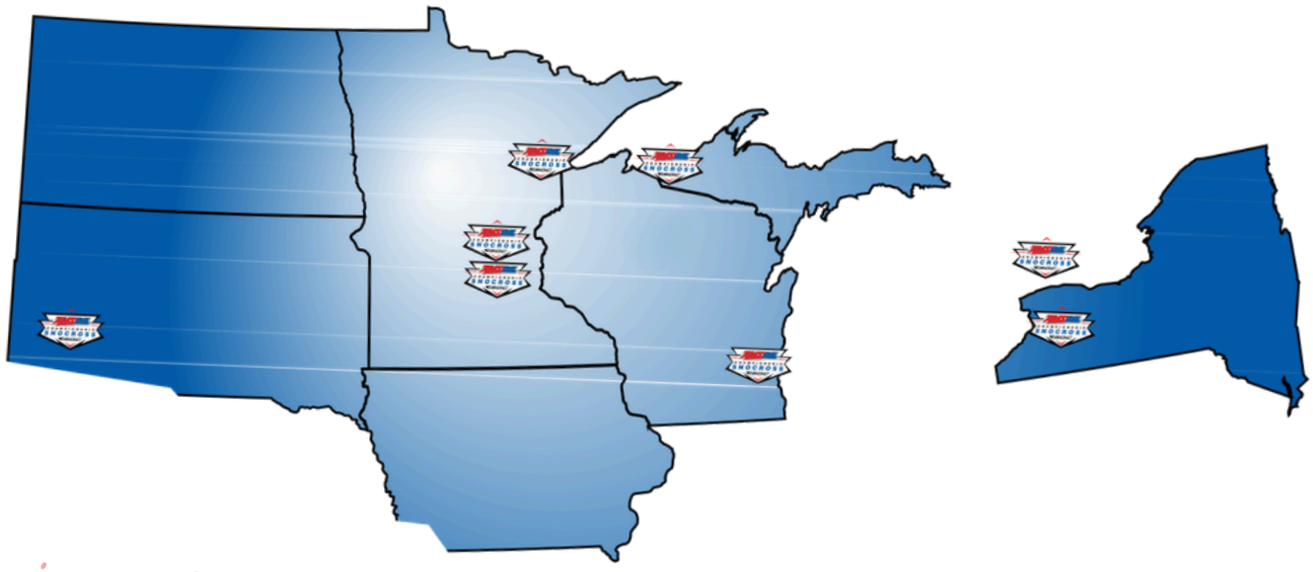
Team Manager & mechanic for Tyler Archambault





The Sport of Snocross

Snocross is the most popular form of professional snowmobile racing. National tour events are held over 8-10 weekends, consisting of 17 total rounds taking place from the Black Hills of South Dakota, across the Upper Midwest, extending to the outstate regions of New York.



2026-2027 NATIONAL TOUR

IRONWOOD, MI DEC 11-12, 2026

SHAKOPEE, MN JAN 8-9, 2027

DEADWOOD, SD JAN 22-23, 2027

VALCOURT, QC FEB 12-14, 2027

SALMAMANCA, NY FEB 19-20, 2027

MILWAUKEE, WI MAR 5-6, 2027

ELK RIVER, MN MAR 19-20, 2027

DULUTH, MN APR 2-4, 2027

National events are held in larger communities or popular winter recreation areas such as ski resorts, casinos and horse racing facilities with indoor seating and viewing.

Many race weekends serve as destination events for race fans who also spend additional days in the area riding their own snowmobiles or renting from local outlets.

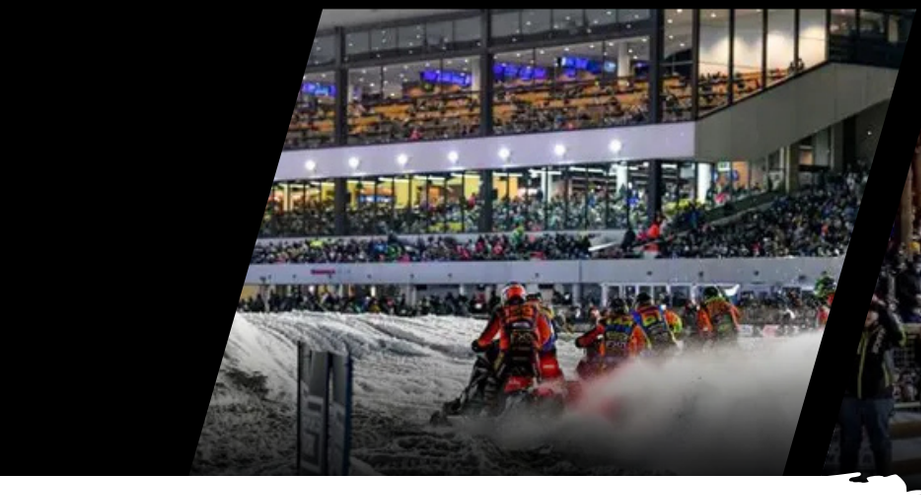
The Hemmer race team headquarters is located in Nowthen, Minnesota in the heart of “race central” with nearby snow-making and riding facilities that allow for easy access to mid-week testing and tuning.

Venues & Visibility





As a Polaris factory-supported team, the Hemmer Motorsports rig is parked in a prime location each weekend, just inside the Pit Party Fan Zone.







2025-2026 NATIONAL TOUR | SEASON RECAP

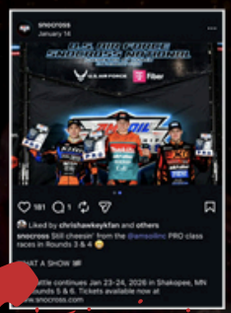
SOCIAL MEDIA

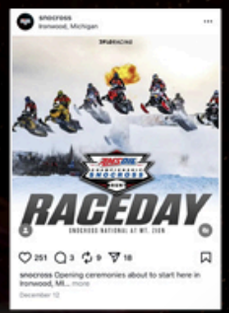
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VIEWS

3,891,982
VIDEO VIEWS

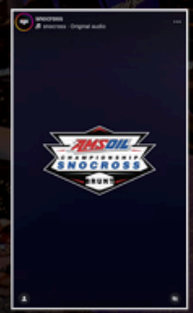
388,667
CONTENT INTERACTION

69,205
LINK CLICKS



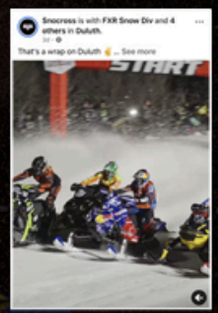












OUR EVENTS

WORLD'S LARGEST SNOCROSS RACING SERIES

12,000+ AVERAGE EVENT ATTENDANCE

2025-2026

EVENT ATTENDANCE
97,339

RACER ENTRIES
3,742

2025-2026 NATIONAL TOUR | SEASON RECAP

TELEVISION



FOX SPORTS

OFFICIAL TELEVISION PARTNER

768,000
VIEWERSHIP

16
PREMIERE AIRINGS

32
RE-AIRS

2025-2026 NATIONAL TOUR | SEASON RECAP

LIVESTREAM

4,620,387
IMPRESSIONS

2,986,309
VIEWS

8,379,972
CONSUMPTION MINUTES

30%
DESKTOP

50%
MOBILE

20%
TELEVISION

FLORACING
OFFICIAL LIVE STREAM PARTNER





HEMMER MOTORSPORTS

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