BAD APPLES RACING

A modern-day family and a drag boat racing team.

- Winningest drag boat "street" team in the nation
- Chicago fan base with major market following
- Blarney Island & Lucas Oil Stadium presence
- Multiple high points championship titles
- Diverse, multi-generational family team



Started in Chicago, IL In 1994



4 drivers. 5 boats, all family



5000+ followers across social channels



Social media age demographic 25-44 yrs.



Viral Social presence 800K+ views



227M estimated reach potential with Meta



Adam Silverstein Driver, Nordic Thor



Colleen Callahan Driver, Eliminator Daytona



Brandon Callahan Driver, Cheyenne



Ron Silverstein Driver, Cheyenne & Eliminator Daytona



"We are incredibly proud to sponsor Bad Apples Racing. The team's values align with those of our own family business. The level of growth we've already experienced through their platforms is helping grow our reach across the Midwest."