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



Founded in Chicago, IL In 1994



4 drivers, 5 boats, all family



14,000+ followers across social channels



Social media age demographic 25-44 yrs.



Viral Social presence 2.5M+ views



11.3M Lifetime Meta engagements



Adam Silverstein Driver, Nordic Thor



Brandon Callahan Driver, Cheyenne



Colleen Callahan Driver, Eliminator Daytona



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 experienced through their platforms has increased our marketing reach across the Midwest."