

1953



2014



“It’s one of the most awesome driving challenges I think there is.”

- David Higgins, ‘11 & ‘14 Champ

Since 1904

Before the Indy 500 and Pikes Peak existed, the Climb to the Clouds was already pushing the boundaries of automotive technology.

Aligning your brand with the Climb to the Clouds offers a unique opportunity. It’s storied history resonates with consumers seeking excitement and adventure. Whether through sponsorship, immersive campaigns, or collaborative events, this event provides a platform to engage with audiences, fostering lasting brand recognition and loyalty.

Contact Us

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Sponsor Invitation

A portion of the proceeds will benefit Gold Star Families.



August 7-9, 2026



Mt. Washington
Pinkham Notch, NH



Photos Courtesy of
Derek Palmer Creative

Fan Experience & Engagement

The Climb to the Clouds offers a fan experience like no other. From mountain-side spectating to driver autograph sessions, this hillclimb keeps fans engaged. You won't find another place where you can experience the thrill of racing against the beautiful backdrop of New Hampshire's landscape.



Our Sponsorship Opportunities

No two companies' advertising needs are the same, so our sponsorship packages are custom tailored to your needs. We can build a custom set of deliverables that help you reach your customers most effectively.

We offer:

- Trackside banners
- Audio/video commercials
- On-car advertisement
- Branded spectator areas
- Social media engagement

We are willing to offer more locations if you have specific spots in mind! We'll work with YOU to create a package that meets your marketing needs!



The Climb to the Clouds Hill Climb Race delivers an exhilarating experience for participants, spectators, and sponsors alike. With past champions like **Tim O'Neil**, **Carrol Shelby**, and **Travis Pastrana**, the star-studded event brings in talent from all racing disciplines. Held over the course of an adrenaline-fueled weekend, the event attracts thousands of spectators, hundreds of dedicated volunteers, and 100+ talented drivers from four countries, each competing for glory on the challenging course.

These elite drivers are a blend of seasoned professionals and emerging talent from various motorsport disciplines. Competitors push their vehicles to the limit on the challenging course, delivering exciting performances that captivate both fans and sponsors.

Scan to watch our Highlights Video!



"Big exposure. Big rocks. Big trees. It's pretty much the craziest thing ever."
- Travis Pastrana, '17 & '21 Champ