

NATIONAL SPRINT CAR HALL OF FAME

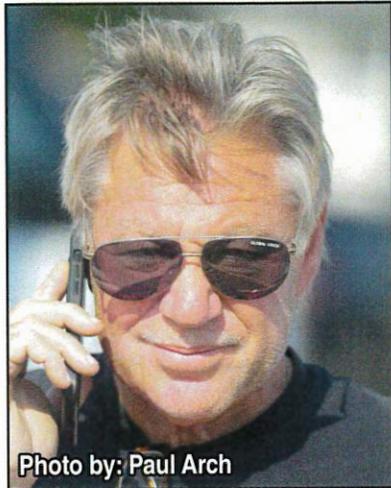


Photo by: Paul Arch

STEVE SINCLAIR PROMOTER

sanctions in the country.

The series is run by Sinclair and Kim Tennyson, who serves as the series' secretary-treasurer. Her son Dakota serves as their scorer. "I consider IRA to be the biggest little series in the country," said Sinclair, who is 65 years old and lives in McHenry, Ill. "We do things like the big series do but on a smaller scale. We were the first to have travelling safety teams and we got an additional insurance package for the drivers. We learned a lot from other series and then applied it to ours. We don't make a profit. Everything goes back to the racers. We use what we need to and then roll it over to the next season. We keep enough to pay the bills."

In 1997, he formed a partnership with former driver Larry Hillerud and car owner Scott Cowman, forming Try-R Promotions. For five years, the trio promoted IRA and the World of Outlaws Gumout Series events. In 2002, Cowman resigned to pursue other business ventures, and another car owner, Scott Boyd, came on board to replace Cowman. SLS Promotions was now formed, having morphed from Try-R Promotions. Besides promoting their IRA events, SLS was now promoting 15 to 20 World of Outlaws sprint car events. In 2006, SLS was awarded the inaugural Ted Johnson Outstanding Contribution Award by the World of Outlaws. Boyd continues to run the operation to this day.

At the end of the 2006 season, Sinclair decided to move on for more day-to-day stability. It was then that he received an insurance license and began providing insurance for the racers. In 2010, Larry Rice recruited him to join the staff of K&K. Sinclair joined the company, working to provide insurance for drivers and race tracks.

Sinclair again branched out in 2007 when

he and nine-time

IRA champion Joe Roe took over the responsibilities of booking races for Wisconsin's Wilmot Raceway. He left midway through 2023 after being inducted into the Wisconsin Short Track Hall of Fame in 2022.

Sinclair has also been hired to work on a number of high-profile events, including the Chili Bowl (18 years), the Knoxville Nationals, the Front Row Challenge, the Ultimate Challenge and East Bay Raceway's unsanctioned 410 Winter Nationals. He's a three-time North American Sprint Poll 410 Promoter of the Year recipient—twice for IRA (2002 and 2009) and once with SLS (2006)—and was awarded the poll's highest honor, the Outstanding Contribution to the Sport (2010).

"The first one blew me away because of the competition I was up against," Sinclair said about the award, "They had an awards ceremony that was held in conjunction with the PRI show. It was like the Academy Awards with the presenters. My two presenters were Pat Sullivan and Dave Argabright, both Sprint Car Hall of Fame members. Since then, we've become good friends. At the time, it was the biggest thing in my career. I'll never forget it—it was huge for me"

That brings us to 2025 when Steve Sinclair becomes a member of the National Sprint Car Hall of Fame. "It's the culmination of everything," said Sinclair regarding his nomination, "I'm more of a regional guy, but to be acknowledged by the rest of the country is pretty damn special. It validates all the years of hard work. I couldn't be more proud to join so many others who I have worked with and admired."

By Doug Kennedy

Steve Sinclair, born Feb. 22, 1960, has been one of the most influential people in the history of 410 sprint car racing. Throughout his nearly 50 years of involvement in the sport, Sinclair has done it all.

Sinclair's father was a welder who also built racing engines. At the age of 20, Steve began travelling as a crew member for midget driver Bruce Field. It was during this time that Steve wanted to know more about how events and sanctioning bodies worked. In 1987, he went from a midget to a sprint car, serving as a crew member for driver Frank Filskov. However, he continued his fascination for the business side of racing. From 1989 through 1994, he became a media member writing for Sprint Car and Midwest Racing News.

In 1993, he began work as the competition director for the Interstate Racing Association and, by the following year, became the president of the organization. To this day, he continues to serve in both capacities and has missed only three events over his 30 years with the IRA. Those three times were for his first born son, then some health issues and finally doing some work for Tony Stewart's SRX Series. Under his tutelage, IRA is one of the most respected 410-winged sprint car

Congratulations To All Of This Years Inductees

From

TURBINES INC. -JIM MILLS