



FOR IMMEDIATE RELEASE

Snap-on Returns as Title Sponsor as 2026 Snap-on INDYCAR Weekend at Milwaukee Mile Expands to Doubleheader

Two NTT INDYCAR SERIES races scheduled for Aug. 28–30, 2026, at the historic Milwaukee Mile

WEST ALLIS, Wis. (Feb. 20, 2026) — Officials of the [Milwaukee Mile at Wisconsin State Fair Park](#) are proud to announce that [Snap-on](#) will serve as the title sponsor of the 2026 Snap-on INDYCAR Weekend at Milwaukee Mile, expanding to the only NTT INDYCAR SERIES doubleheader of the season and strengthening the partnership between two iconic Wisconsin brands on the world’s oldest continuously operating motor speedway.

“After a successful 2025 race weekend, we are excited to build on the foundation with a trusted, local partner like Snap-on as the title sponsor for our doubleheader race weekend,” said Shari Black, CEO of Wisconsin State Fair Park. “Together, we look forward to continuing to showcase our Wisconsin pride and traditions that drive racing and the fan experience forward.”

At the Milwaukee Mile, race fans can expect INDYCAR racing at its absolute finest. It’s thrilling overtaking opportunities and high-speed on track battles keep fans on the edge of their seats in the grandstands overlooking the entire one-mile oval.

The 2026 Snap-on INDYCAR Weekend at Milwaukee Mile returns August 28-30, 2026, bringing two full-points paying NTT INDYCAR SERIES races, one Saturday and one Sunday, each with its own focus and story:

Saturday: Snap-on Makers and Fixers 250

The Saturday race will be branded as the Snap-on Makers and Fixers 250, recognizing the skilled professionals who keep the world moving. The event will also highlight Snap-on’s partnership with Career and Technical Education programs and the students, instructors, and alumni who represent the nation’s current and future Makers and Fixers. Select participants will receive a special VIP race-day experience.

Sunday: Snap-on Milwaukee Mile 250

Sunday’s Snap-on Milwaukee Mile 250 will spotlight one associate from each of Snap-on’s 15 U.S. manufacturing plants, collectively known as the “Factory 15.” These associates will participate in a special VIP race-day experience in recognition of their contributions as Snap-on “Makers” and their role in American manufacturing, forging tools used by the country’s Makers and Fixers.

Snap-on INDYCAR Weekend at Milwaukee Mile will be an action-packed weekend, both on and off track. The Free Fan Zone returns, featuring Fair fun, live music, and activations including a true Snap-on fan experience with product demonstrations, a Snap-on truck parade, and interactive activities. Together, we’re turning up the intensity with the only NTT INDYCAR SERIES doubleheader of the season - and delivering a race weekend that honors the makers, the fixers, and the fans who fuel it all.

Founded in Milwaukee in 1920, Snap-on manufactures in 15 facilities across the U.S., including two in Wisconsin. The company is a leading global innovator, manufacturer, and marketer of tools and equipment, exclusively serving professionals—the makers and fixers essential to everyday life, from repair garages to aviation hangars and oil and gas platforms.

Ticket renewals open on February 24 with tickets going on sale March 6. Additional event news will be announced soon. Learn more about the event and sign up for updates [here](#).

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MEDIA CONTACT:

Wisconsin State Fair Park

Tim McCormick

414-322-2935 | Tim.McCormick@WiStateFair.com

Milwaukee Mile at Wisconsin State Fair Park

Milwaukee Mile is the oldest continuously operating motor speedway in the world. It was built as a privately owned horse track in 1876 and hosted its first automobile race in 1903. In 1891, the Agricultural Society of Wisconsin purchased a parcel of land, including the track, which became the permanent location of the annual Wisconsin State Fair. Many historic racing moments took place at the Milwaukee Mile, and auto racing icon A.J. Foyt competed in more races at the legendary oval than any other facility. Wisconsin State Fair Park is a year-round entertainment venue hosting hundreds of events and meetings annually throughout the four seasons, including the annual Wisconsin State Fair, presented by UScellular. Visit WiStateFair.com for more details.