

2026 PARTNERSHIP MEDIA KIT

EVERY CAR HAS A STORY.

Classic cars. Real stories. Automotive history brought to life.

A premium automotive series built on Ford racing heritage.
Hosted by Jim Guthrie. Produced in Albuquerque, New Mexico.

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A STORY-FIRST AUTOMOTIVE SHOW

Guthrie's Garage is a cinematic television and digital series centered on exceptional classic and collector cars, the people who own them, and the history preserved in every detail.

The show is not a restoration series. Its point of view comes from Jim Guthrie's racing background, technical judgment, collector experience, and deep connection to American automotive culture.



JIM GUTHRIE

HOST / RACER / BUILDER / COLLECTOR

SPONSOR AND PRODUCTION SALES

suzannah@whatevertimefinds.com

WHAT AUDIENCES COME FOR

01

THE MACHINE

Rare specifications, engineering, design, performance, and the details that separate an important car from an ordinary one.

02

THE OWNER

Personal legacy, family history, the search, the acquisition, and the emotional reason a vehicle matters.

03

THE HISTORY

The era, the competition, the culture, and the events that gave each vehicle its place in automotive history.

04

JIM'S VIEW

Credible observations, informed opinions, and the firsthand racing and automotive experience that shapes every episode.

BUILT FOR PEOPLE WHO NOTICE DETAILS.

COLLECTORS

Owners and stewards of classic, rare, and historically significant vehicles.

ENTHUSIASTS

Viewers drawn to Mustang, Shelby, Ford performance, racing, and American automotive culture.

MAKERS

Builders, fabricators, technicians, and hands-on people who value credible expertise.

STORY SEEKERS

Audiences who respond to personal legacy, history, discovery, and documentary storytelling.

WAYS TO ENTER THE STORY

01 EPISODE PRESENTING PARTNER

02 FEATURED VEHICLE PARTNER

03 ROAD TEST PARTNER

04 COLLECTOR PROTECTION TIP

05 JIM'S GARAGE PICK

06 TRANSPORTATION PARTNER

07 EVENT OR DESTINATION PARTNER

08 AUTOMOTIVE HISTORY SEGMENT

09 PRODUCT DEMONSTRATION

10 CUSTOM BRANDED SOCIAL CONTENT

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USEFUL. CREDIBLE. MEMORABLE.



REAL PRODUCTION. REAL CONTEXT.

● EARN THE MOMENT

Products and partners appear where they add authentic value to the story.

● PROTECT THE VIEWER

Clean placement and restrained branding keep the film premium and watchable.

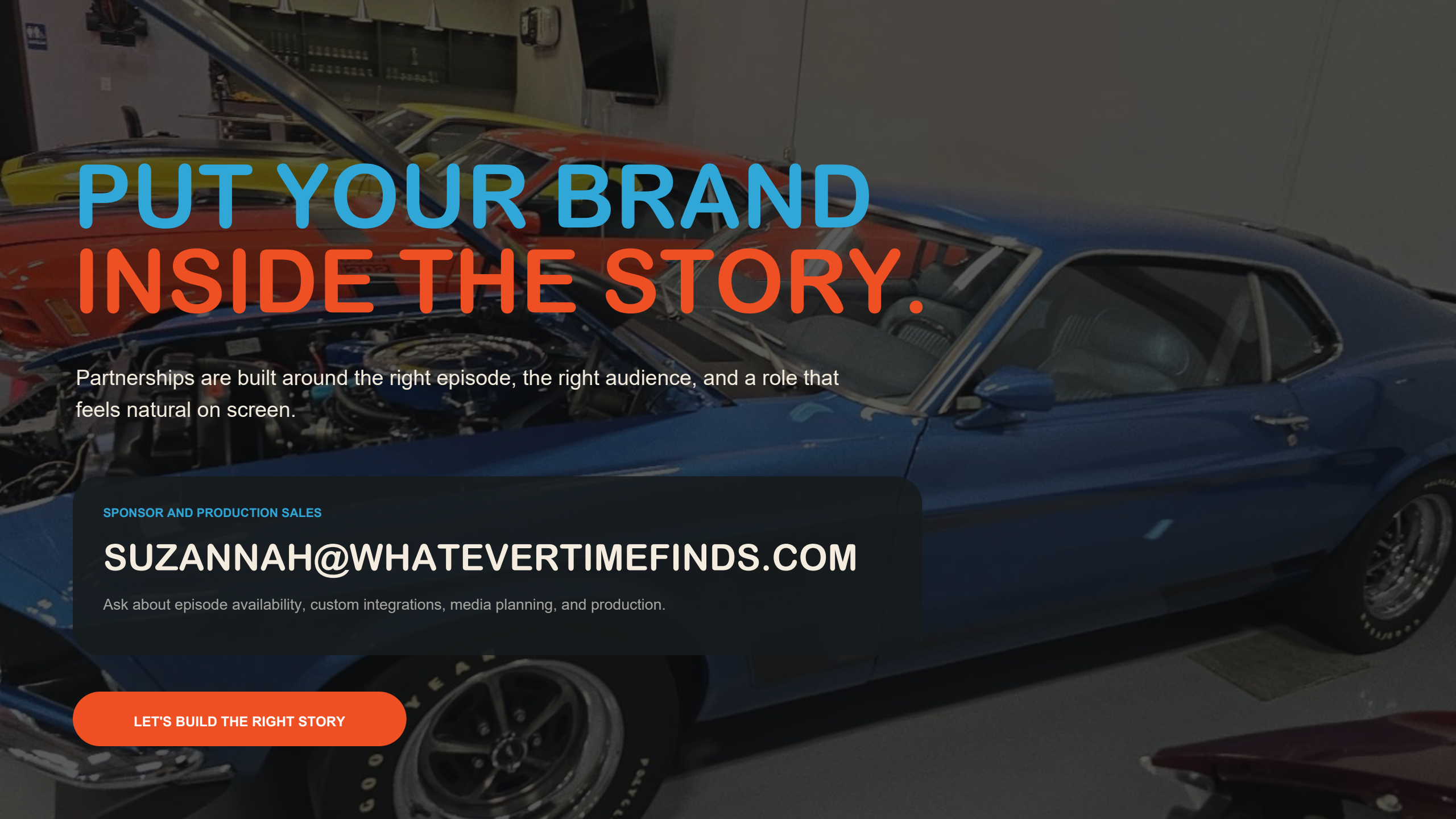
● EXTEND THE STORY

Episode, social, event, and editorial touchpoints can work together as one campaign.

BUILT IN NEW MEXICO.

A distinctive collection, a working garage, and a camera-ready home for automotive storytelling.





PUT YOUR BRAND INSIDE THE STORY.

Partnerships are built around the right episode, the right audience, and a role that feels natural on screen.

SPONSOR AND PRODUCTION SALES

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Ask about episode availability, custom integrations, media planning, and production.

LET'S BUILD THE RIGHT STORY