



FCR
ACCEL

leveraging the nascar
platform to accelerate
your goals

THE NASCAR SEASON

BY THE NUMBERS



10 MONTH SEASON
26 REGULAR SEASON RACES
10 PLAYOFF RACES
23 TRACKS
40 CAR FIELD
17 RACE TEAMS
55 DRIVERS
12 SEC PIT STOPS
3 MANUFACTURERS

1 CHAMPION



10 MONTH SEASON
26 REGULAR SEASON RACES
7 PLAYOFF RACES
23 TRACKS
38 CAR FIELD
17 RACE TEAMS
45 DRIVERS
12 SEC PIT STOPS
3 MANUFACTURERS

1 CHAMPION



10 MONTH SEASON
15 REGULAR SEASON RACES
7 PLAYOFF RACES
23 TRACKS
38 CAR FIELD
17 RACE TEAMS
45 DRIVERS
12 SEC PIT STOPS
3 MANUFACTURERS

1 CHAMPION

WE CHECK ALL THE LEVELS OF THE MARKETING FUNNEL

National Reach: Largest fanbase (LA, NY, Chicago, Atlanta, Dallas, Philadelphia, Washington, D.C., Tampa, and Phoenix) each have approximately 1+ million NASCAR fans.

Sponsor Loyal Fans: 86% of NASCAR fans agree that NASCAR drivers couldn't run their cars without sponsors. 81% of NASCAR fans agree with the statement "I appreciate what a sponsor provides to the NASCAR experience."

#1 in Fan Loyalty to Sponsors: NASCAR surpasses all other major US sports. #1 in fans who consider trying, consciously support, and recommend sponsors.

NASCAR fans are 30% more likely to consciously support a sponsor's products or services. They are 31% more likely to recommend a sponsor's products or services.

NASCAR Millennial Fans

73% talk positively about brands that sponsor NASCAR, 63% always buy products or services from NASCAR sponsors, 55% switch brands specifically due to a NASCAR sponsorship.

 **70MM STRONG FANBASE**



Source: Simmons Research (Nat'l Consumer Survey, Fall FY 2018)



NASCAR FANS ARE...

62%
Male



38%
Female

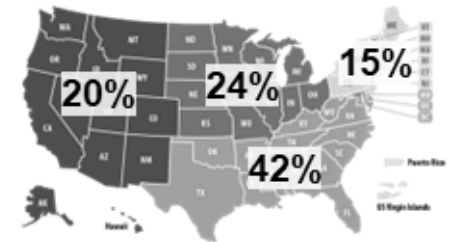


More Than

1 OUT OF 4
Households
with Children

\$
\$85,500
Average
Household Income

Geographic Distribution



Nearly

3 OUT OF 4
Homeowners

Nearly

3 OUT OF 5
Some College
or Beyond

25%
Multicultural

Top 5 NASCAR Markets (by number of people interested in the sport)

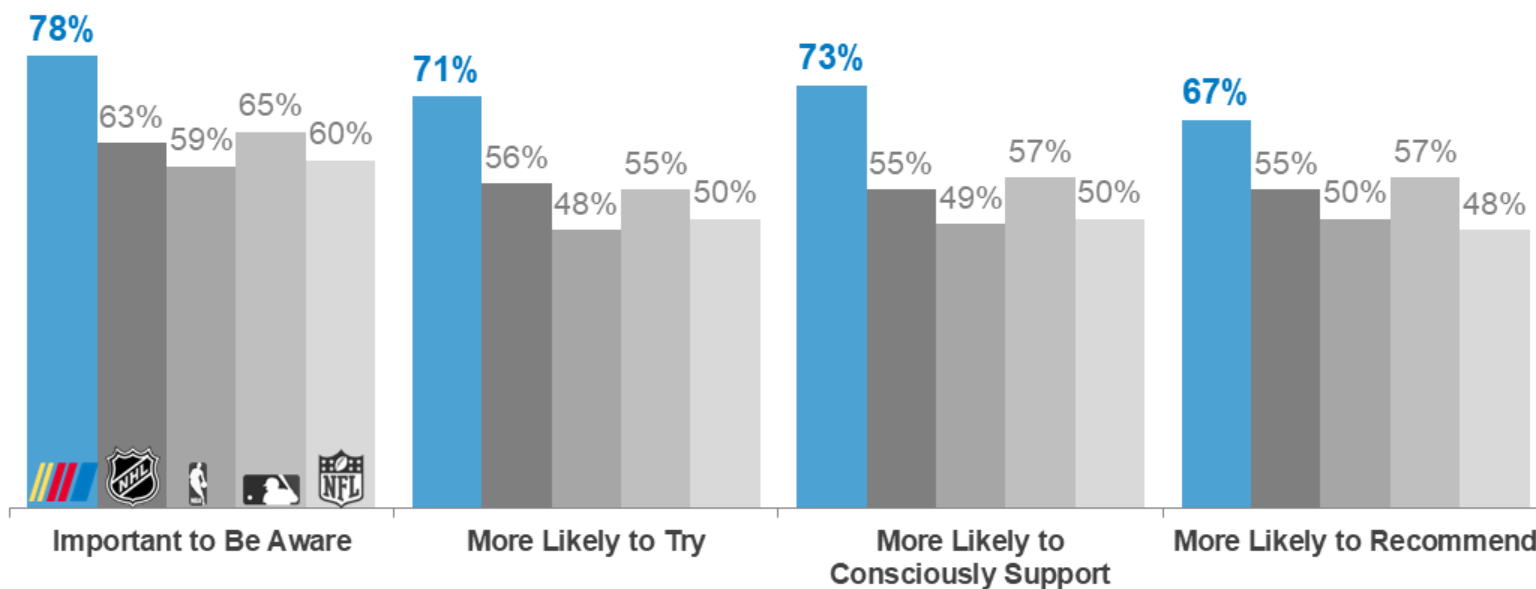
1. New York
2. Los Angeles
3. Atlanta
4. Orlando
5. Dallas

Source: Nielsen Scarborough (USA+ Release 1, 2022). Field dates: December 2020 – April 2022. Sample size is approximately 38,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.



NO SPORT'S FANS ARE MORE BRAND-LOYAL THAN NASCAR

Proportion of Each Sport's Avid Fans who Are More Likely to Support the Sport's Official Sponsors in the Following Ways



Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]?

Source: MarketCast (formerly Turnkey Intelligence), results published in SBJ, n=400 for each sport's entire study

Note: Data reflects latest results for each sports property as of October 2022.

NASCAR HAS THE MOST ENGAGED FANS IN SPORTS

TELEVISION

NASCAR
PRODUCES A
MASSIVE AUDIENCE

3.1
MILLION
VIEWERS

Averaged per minute
February – November



#1

AUDIENCE
TUNED IN*

*NASCAR Averages the
Largest Average
Audience Tuned in
Among all Sports, when
Excluding
the NFL



#1

% OF EVENT
VIEWED

NASCAR Viewers Watch More of Each
Race than Viewers of any Other Sport,
and Watch Together at a Higher Rate
than Viewers of any Other Sport, when Excluding the
NFL.



#1

CO-VIEWING
TOGETHER

(when excluding NFL)

DIGITAL

NASCAR
PLATFORMS POWER THE
ULTIMATE FAN EXPERIENCE

71%
MARKET
SHARE

For all NASCAR
content online



#1

PAGE VIEWS
PER VISIT

Among the League Websites
of All Major Sports



68%

USERS INTERACTING WITH
A LIVE PRODUCT

2x of Race Day
Digital Users Interact with
a Live Race Product.

SOCIAL MEDIA

NASCAR
FEATURES BEST-IN-CLASS
CONTENT &
A HIGHLY-ENGAGED
AUDIENCE

616
MILLION
MINUTES ON
YOUTUBE

Consumed in 2020



+46%

ENGAGEMENT
RATE YOY

NASCAR is a Leading Sport when it
comes to
Meaningful Social Interactions



+90%

CONSUMPTION ON
YOUTUBE YOY

1.5X more Minutes Consumed
on YouTube YoY
(*20 vs. '19)

Data reflects 2020 season-end. Produced by NASCAR Analytics & Insights. Sources: Turnkey Intelligence, published in SportsBusiness Journal. Nielsen SponsorLink. The Nielsen Company (Live + Same Day data stream), Adobe Analytics, Facebook Insights, Twitter Analytics, Instagram Analytics, YouTube Analytics, Snapchat Analytics. Social metrics for NASCAR-owned content across Facebook, Twitter, Instagram, YouTube, and Snapchat.

2022 SEASON IN REVIEW



TELEVISION

NASCAR TELEVISION RATINGS ARE STRONG THROUGH 26 RACES, WITH NASCAR DOMINATING THE MOTORSPORTS INDUSTRY



Viewers up +4% & share is +12% over '21. FOX Sports averaged 3.7M viewers, the highest viewership & share during FOX portion since '17.



NASCAR-controlled properties are accounting for 80% of all auto racing tuning minutes (F1-10%, IndyCar-7%, NHRA-4%).



USA +5% over NBCSN '21 average. Every comparable USA race has outperformed '21 NBCSN event YTD.



ATTENDANCE

ATTENDANCE AND CAMPING ARE UP CONSIDERABLY OVER '19 LEVELS, ACROSS CORE AND NEW FANS ALIKE



Grandstand Paid
Attendance is up vs. pre-pandemic levels with five sell-outs



Group Sales are up 23% YTD

Consumer Sales are up 17% YTD

Significant increases in new fan attendance over 2019 levels



ENGAGEMENT

NASCAR DIGITAL CONSUMPTION IS GROWING, DRIVING ENGAGEMENT ACROSS MULTIPLE CHANNELS



NASCAR Digital Media platforms have seen an increase of 10% in unique users and an increase of 11% in video views in '22



223M off-platform syndicated partner video views consumed to date, up 140%



NASCAR social channels follower growth has increased by 8% YOY



WE CREATE CONTENT FOR YOU

TOP
TIER
CONTENT

VIDEO AND PHOTO PRODUCTION COMPANY

YOUR SOURCE FOR FRESH, INNOVATIVE, HIGH-QUALITY CONTENT FOR RACE TEAMS AND SPONSORS. WE ARE THERE AT EVERY STEP OF THE PROCESS. FROM DEVELOPMENT TO PRE-PRODUCTION, PRODUCTION, AND POST-PRODUCTION, WE CREATE VIDEOS THAT DRIVE RESULTS.



SPONSOR VIDEOS
RACE DAY VLOGS
CAR UNVEILING VIDEOS
ON TRACK ACTION
DOCUSERIES
DRONE SERVICE



UP TO 6K
VIDEO AND
PHOTO



DIRECTING



AUDIO
DUBBING



MONTAGE



180 MPH CORPORATE BILLBOARDS

LOGO PLACEMENT ON CAR AND DRIVER

- Hood
- Upper Quarter Panel
- Front Lower Quarter Panel
- Lower Quarter Panel
- Rear Deck Lid
- TV Panel
- C Post
- Driver's Polo and Hat
- Driver's Race Suit
- Driver's Helmet
- Pit Crew Uniforms



LOGO PLACEMENT ON TEAM ASSETS

- 53' Transporter
- Pit Box
- Tool Cart
- Pit Wall Banner
- Autograph | Hero Cards
- Posters
- Hats | Tee-shirts
- Driver | Team Website

BUSINESS-TO-BUSINESS OPPORTUNITIES

We work with your company to identify key B2B partners already in the sport to introduce revenue enhancing opportunities.

Getting into NASCAR does open new business leads. With the excellent TV exposure, dedicated sports media coverage, and millions of brand loyal fans, there are endless branding opportunities with your very own driver, car and team to help acquire new clients and partners.



Some of these opportunities include:

- Cross promotion on race car to expand clientele.
- Branding used to cut down cost between your company and its vendors.
- Branding used to recruit new employees.

CORPORATE HOSPITALITY



The track is the perfect hospitality venue to facilitate business to business deals, develop new relationships, promote your products and engage in team building.

- VIP access to garage and pit road
- Track tours
- Exclusive seating on team pit box
- Driver appearances
- Radio scanners
- Catered infield party
- Private suite
- NASCAR Racing Experience
- Midway booth

WE BACK IT UP WITH DATA

We understand the importance of measuring your investment and can provide event recaps produced by a third party as a deliverable in our partnership.

Reports will include:

Telecast Summary:

- Ratings, households and viewers for each telecast
- Spot rates values for each telecast
- Total exposure for sponsors during each event telecast

Sponsor Summary:

- Value of sponsor brand during the telecast based on the spot rate value
- Value of sponsor brand based on different assets (car, driver, track signage, etc.)

Digital Summary:

- PR Web media overview and story volume globally
- Event social media coverage by location, gender and sentiment
- Social media coverage by volume of posts, outlets and trends



fgrACCEL has more than 40 years of combined experience leveraging the NASCAR platform to benefit your bottom line. We combine our motorsports relationships with our boardroom experience to craft bespoke NASCAR marketing packages that increase brand awareness, drive sales and enhance partner connections.

Partnering with our drivers allows your company to economically and effectively reach a 70MM strong brand-loyal fanbase. This platform has delivered attractive ROIs for partners from start-ups to mid-sized companies to Fortune 500 companies.

Contact fgrACCEL to learn how we can accelerate your business using the NASCAR platform.

