



SPONSORSHIP INFORMATION

BY THE NUMBERS

SCALE AND REACH TO A HIGHLY RECEPTIVE AUDIENCE



#1 SPORT
IN FAN LOYALTY
FOR 14
STRAIGHT
YEARS

 MarketCast



3.04MM
NCS AVERAGE VIEWERS

+4% YEAR-OVER-YEAR
+10% HH SHARE YOY

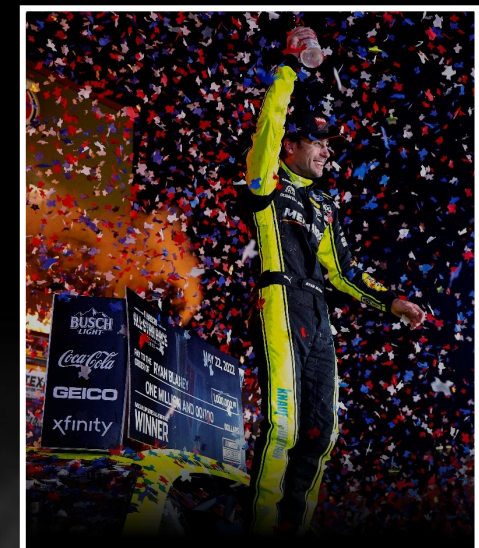
OVER
100K
AVERAGE WEEKEND
ATTENDEES




8X
CUP SERIES
SELLOUTS



NASCAR OWNS
71%
MARKET SHARE
OF ALL NASCAR
CONTENT ONLINE



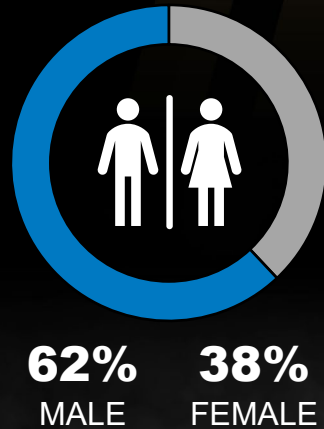
MOST EVER
GREEN FLAG PASSES
IN NASCAR HISTORY



BY THE NUMBERS

NASCAR FAN DEMOGRAPHICS

OVER
70
MILLION FANS
NATIONALLY



\$85,500
AVERAGE HHLD
INCOME

- OUTDOORSY
- PET OWNERS
- DIYers
- PATRIOTIC
- TRAVELERS
- SHOPPERS
- RECYCLERS
- DINERS

MORE THAN

1 OUT OF 4
HHLD WITH CHILDREN

NEARLY

3 OUT OF 4
HOMEOWNERS

NEARLY

3 OUT OF 5
COLLEGE EDUCATED

25%
MULTICULTURAL

TELEVISION

Average Number of Viewers in the U.S. Tuned in Per Minute
Per Event Across Entire Season

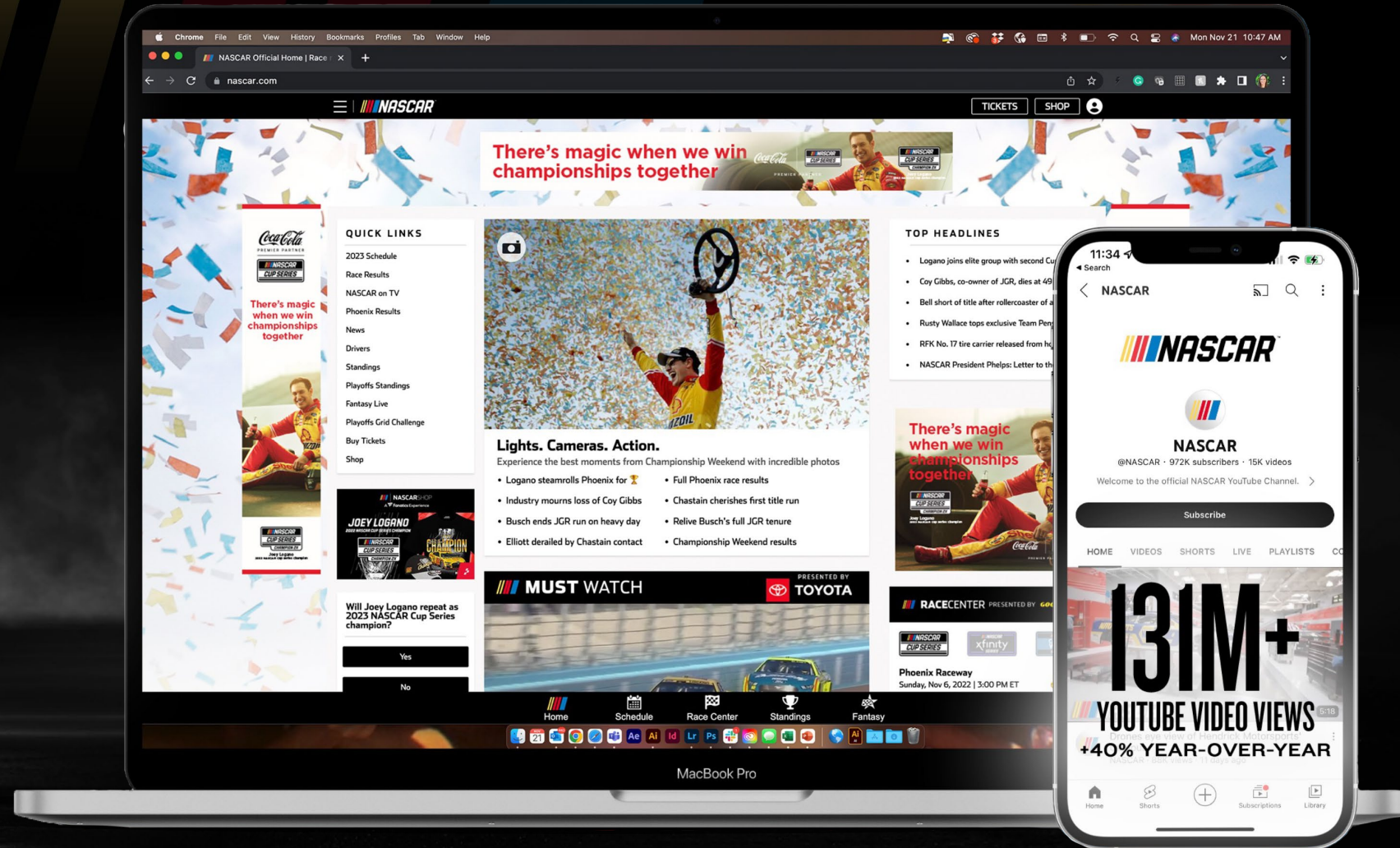


Source: The Nielsen Company. Based on Live + Same Day data stream. Ranked based on the number of Viewers (P2+) tuned in. Results reflect the following completed seasons (regular seasons and playoffs): NCS (2022), NCAA (2022-23), NBA (2021-22), PGA TOUR (2021-22), NXS (2022), MLB (2022), NCAA (2021-22), NHL (2021-22), NCWTS (2022), EPL (2021-22), NCAA (2021-22) and MLS (2022). During the 2022-23 season, the NFL had an average of 16.2 million viewers tuned in per minute.

D I G I T A L

NASCAR DIGITAL MEDIA AT
**HIGHEST
LEVEL**
OF CONSUMPTION SINCE 2015

106M+
OFF-PLATFORM VIDEO VIEWS
+ 68 % YEAR-OVER-YEAR



S O C I A L

FOLLOWER COUNT

+7%

YEAR-OVER-YEAR

GEN-Z FOLLOWERS

+29%

OVER 2020

ENGAGEMENT RATE

+50%

YEAR-OVER-YEAR

13.2M FOLLOWERS ACROSS 5 KEY PLATFORMS



ATTENDANCE

NEW ATTENDEES ARE:

2X MORE LIKELY

TO BE UNDER THE AGE OF 34

**+11% NEW
INDIVIDUAL
ATTENDEES**



8 SELLOUTS
ON CUP SERIES RACEDAY

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Track-Level Sponsorship Packages,
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Partnership Sales team at
Sponsorship@NASCAR.com**