

 **NASCAR**™

NASCAR



THE POWER & SCALE OF NASCAR

SCALE & REACH

NATIONAL RELEVANCE

ASSOCIATION & VISIBILITY

AUDIENCE ALIGNMENT

ONE STOP SHOPPING

CUSTOMIZED PARTNERSHIP



The New York Times
For NASCAR,
a Season of Change

NASCAR's moves
project optimism
for its future



"If NASCAR were a stock,
I'd be **BUYING.**"



Publisher & Executive Editor
Sports Business Journal

MOMENTUM

+1% *In TV Viewership*

nielsen

Consistently bringing a stable
audience each week
Excludes rain impacted DAYTONA 500

NEW Partnership Model



BUSCH Coca-Cola GEICO xfinity

NEW Ownership



23XI
RACING

TH
TRACKHOUSE



NEW Schedule & Markets



NAVIGATING CHANGE

Leading the way in
sports during COVID



36 OF 36 RACES

The **ONLY** major sport to complete a
full schedule in 2020

NASCAR



SPORTS BETTING

World Class Partners



BETMGM

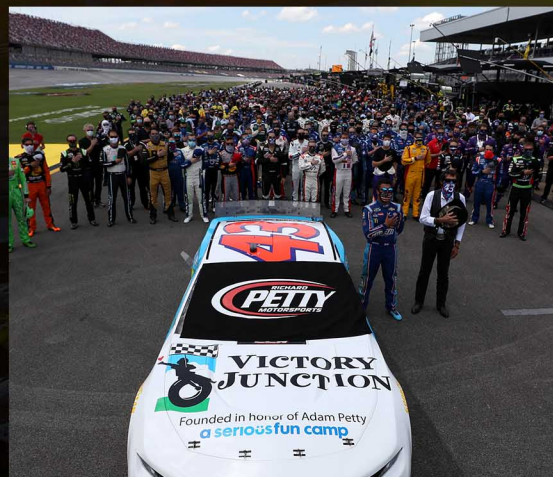


PENN NATIONAL
GAMING, INC.

TAKING A STAND FOR OUR VALUES



REINFORCED commitment
and investment to advance
diversity & inclusion



I AM COURAGEOUS

I AM DRIVEN

I AM INCLUSIVE

I AM
NASCAR



DRIVE FOR
DIVERSITY

BRAND GROWTH

+6% *Racing excitement*
among avid fans

NEW AUDIENCE

#9

On the 20 Fastest
Growing Brands list
among the Gen Z
US population

MORNING CONSULT



Growth in share of consumers who say they would consider
purchasing from a brand over the year.

POSITIVE BUZZ

NASCAR's
brand health

+25%

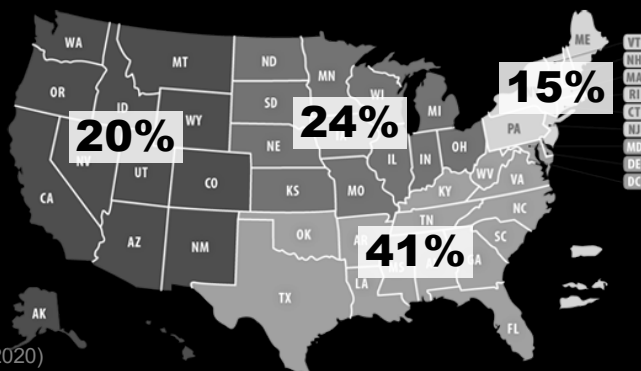
YouGov

THE NASCAR AUDIENCE

80 MILLION FANS ACROSS THE U.S.

Largest Markets

- Los Angeles
- New York
- Atlanta
- Dallas
- Chicago



Sources: Nielsen Scarborough (USA+ Release 1 2020)

GENDER BALANCED VS OTHER MAJOR SPORTS

NASCAR'S digital audience has a higher proportion of female fans than the NFL, MLB, NBA, PGA and MLS

Source: ComScore Media Metrix, Multi-Platform, U.S. only, 18+, Nov 2020

ENGAGING YOUNGER FANS

NASCAR delivers more 18-49 viewers than the NBA, NHL, MLS, and MLB

1.2x

higher Gen-Z & Millennial social audience during the 2021 DAYTONA 500

NASCAR fans 18-34 are the most likely to agree:

"When I see a company use the NASCAR logo in its advertising, I am more likely to consider purchasing its products / services"

Sources: Morning Consult // Directions Research, Feb. 2020 // Nielsen

ENGAGING MORE DIVERSE FANS

The introduction of two high-profile new teams with minority drivers led by Michael Jordan and Pitbull has a significant share of Black and Hispanic adults more interested in watching the sport.

Source: Nielsen Scarborough (USA+ Release 1 2020)

AN EFFICIENT AUDIENCE TO REACH

TELEVISION



#1 SPORT ON TV
FROM FEB-SEPT



#2 AUDIENCE
TUNED IN*
(behind only the NFL)



#1 SPORT IN TIME
SPENT VIEWING



#1 CO-VIEWING
AMONG MAJOR
SPORTS
(when excluding NFL)



#1 SPORT IN AD
RECALL AND
LIKEABILITY

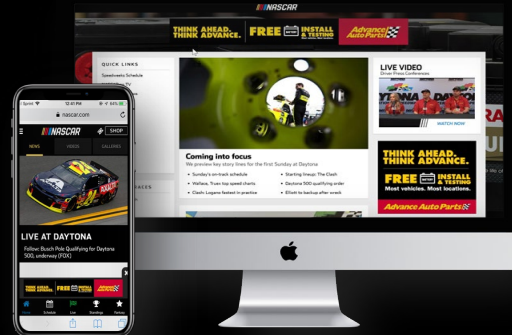
DIGITAL/SOCIAL

71% MARKET
SHARE

For all NASCAR content online

#1 PAGE VIEWS
PER VISIT

Among the **League Websites**
of All Major Sports



NASCAR
DIGITAL MEDIA

AUDIO

MRN

THE VOICE OF NASCAR



THE **LARGEST**
INDEPENDENT SPORTS
RADIO NETWORK IN
AMERICA

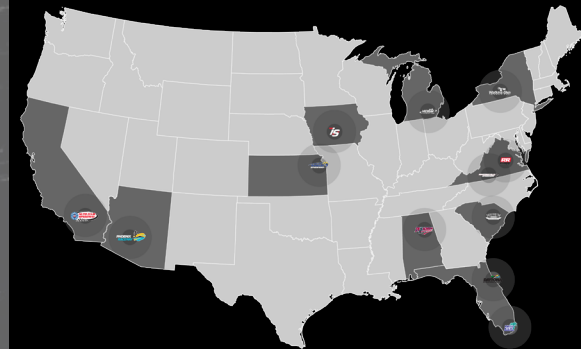
Live race broadcasts are delivered to

650 RADIO
STATIONS

Nationwide + SiriusXM NASCAR Radio

AT-TRACK

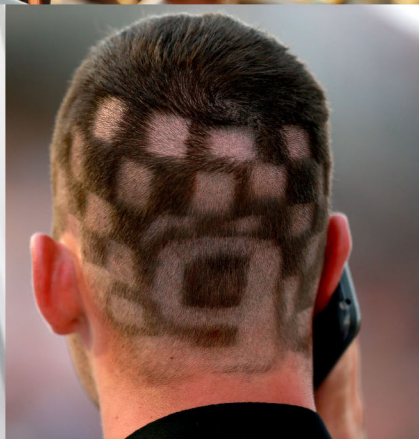
12 NASCAR
TRACK
PROPERTIES



100,000+

ATTENDEES OVER A
RACE WEEKEND

At-track activation provides a
EXTENDED window for
conversation with race fans



**WHAT MAKES NASCAR
UNIQUE FOR PARTNERS:**

**SPONSORSHIP
INFLUENCES
CONSUMER
BEHAVIOR**

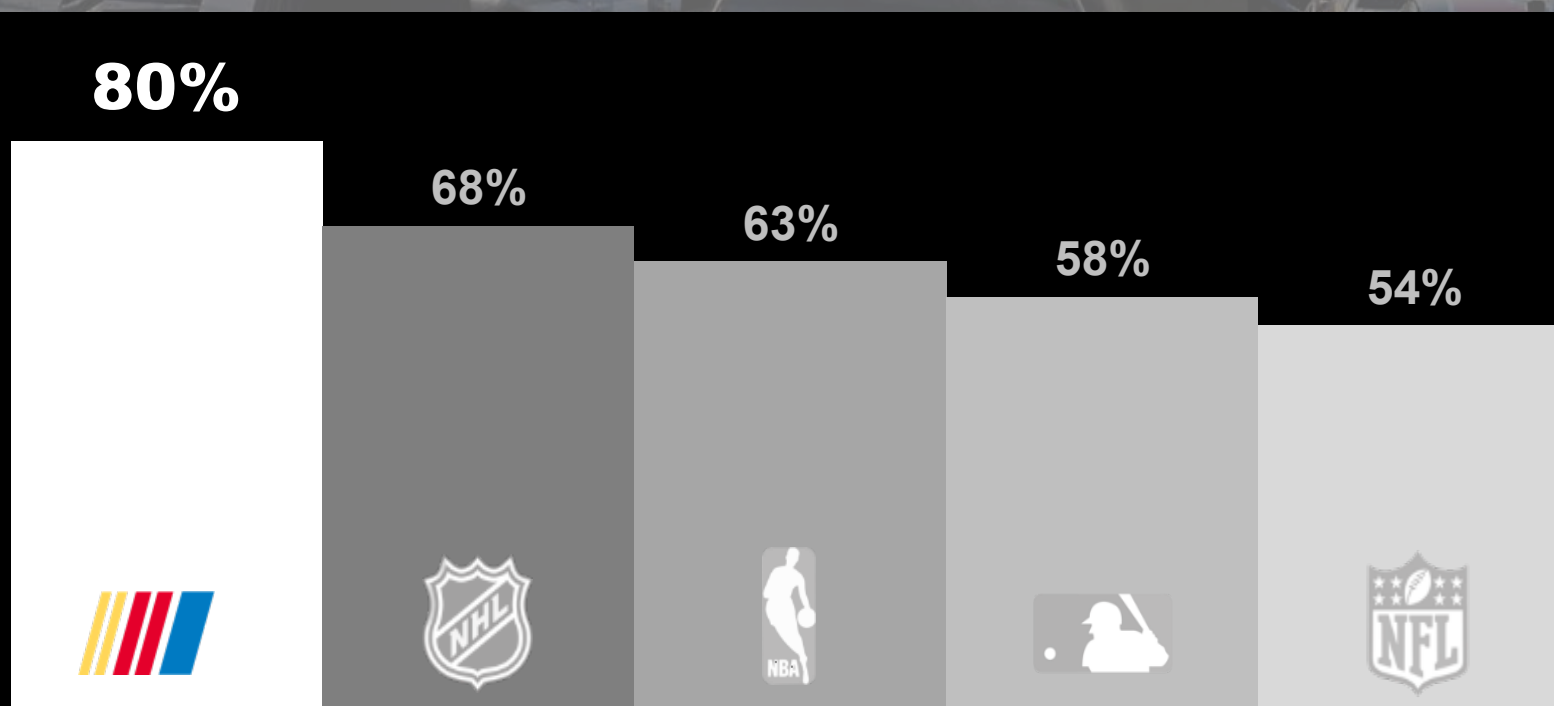
NASCAR FANS AGREE:

***"When I see a company use the NASCAR
logo in its advertising, I am more likely to
consider purchasing its products / services"***

Source: NASCAR Fan Engagement Tracker (commissioned by NASCAR and conducted by Directions Research, February 2020). Sample size: Overall n=3,006, 18-34 n=1,124, and 35+ n=1,882

THE MOST BRAND LOYAL FANS IN SPORTS

80% OF NASCAR FANS BELIEVE IT IS IMPORTANT TO BE AWARE OF THE SPORT'S OFFICIAL SPONSORS



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 April 2020.



The NASCAR audience is also the most likely in sports to:

BUY A SPONSOR BRAND 46%

RECOMMEND A SPONSOR BRAND 44%

SWITCH TO A SPONSOR BRAND 41%

Qs: Agree with statements. Recommend brand to others due to its involvement with [SPORT]. Buy products from [SPORT] sponsors due to involvement in sport, Switched brands due specifically to its involvement with [SPORT].

Source: MRI-Simmons (December 2020 Sports Fan Study)
Note: Data reflects statement among fans of each sport.

MRI | SIMMONS



NASCAR FANS BY THE NUMBERS

2 OUT OF 5 FANS ARE BETWEEN THE AGEES OF 18-49 (36%)

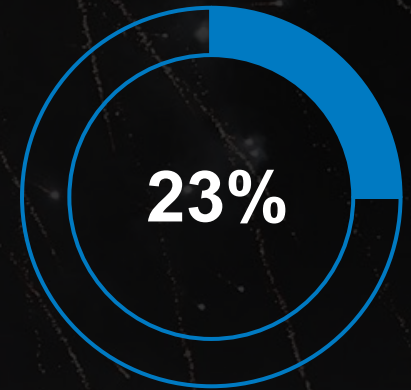


62% MALE / 38% FEMALE



2 OUT OF 3

HOUSEHOLDS WITH CHILDREN



MULTICULTURAL

A SUCCESSFUL START TO THE 2021 SEASON

“THIS IS A REVOLUTION” - PITBULL

★ The **ODDS ON FAVORITE** ★
★ to outpace the rest of the sports ★
★ world in terms of positive growth. ★



Forbes

Maury Brown | SportsMoney Sr. Contributor



“This is a **REVOLUTION** - taking
a sport and creating a **CULTURE**”

PITBULL Co-Owner Trackhouse Racing

8.5 MILLION

AVERAGE VIEWERS AT INITIAL TUNE-IN
+4% OVER COMPARABLE NON-WEATHER IMPACTED START IN 2019

20.1 MILLION

UNIQUE VIEWERS ON SUNDAY
ACROSS ALL NASCAR COVERAGE ON FOX & FS1

3.1 BILLION

TOTAL VIEWING MINUTES ON SUNDAY
ACROSS ALL NASCAR COVERAGE ON FOX & FS1

MOMENTUM

1.5x MORE POSITIVE THAN NEGATIVE
NASCAR CONVERSATION ON TWITTER

2nd LARGEST DAYTONA 500 ON NASCAR
DIGITAL SINCE 2015 - BEHIND ONLY 2020 (POTUS / RYAN NEWMAN)

A NEW GENERATION OF FANS





**For information about
becoming a NASCAR
Official Partner and/or
Track-Level Sponsorship
Packages, please contact
the NASCAR Partnership
Sales team at
Sponsorship@NASCAR.com**