

 **NASCAR**®



**MOTORSPORTS
POPULARITY
IS AT THE FOREFRONT OF
AMERICAN CULTURE**

AND NASCAR IS LEADING FROM THE FRONT



OVER 70MM FANS NATIONWIDE

**MAIN STREET CONSUMERS
WIELD ENORMOUS CULTURAL INFLUENCE & BUYING POWER
CARE ABOUT THE BRANDS THEY SUPPORT**



2023 BY THE NUMBERS

2.9MM

**AVERAGE CUP
RACE TELEVISION
VIEWERS**

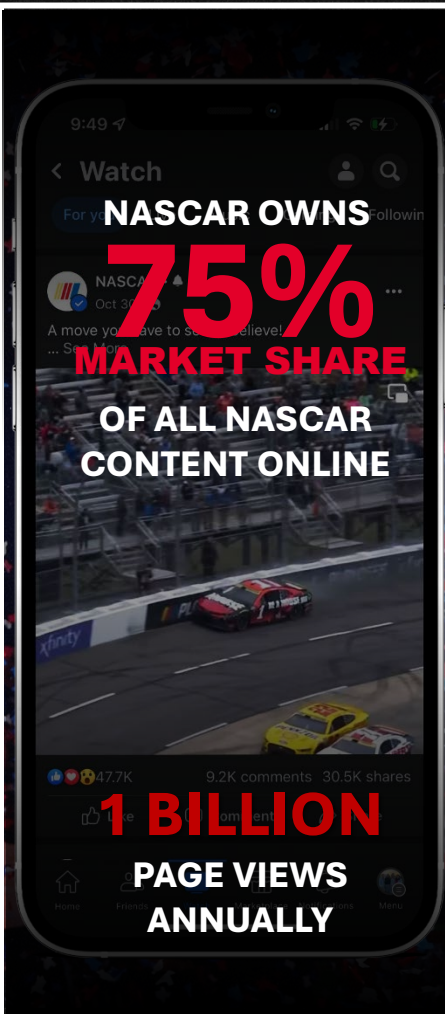
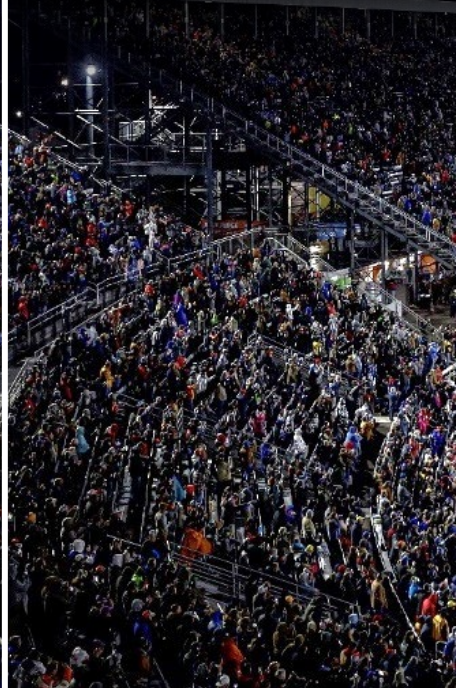


**MOST DIVERSE
TELEVISION
AUDIENCE
COMPOSITION**



100,000

**AVERAGE
WEEKEND
ATTENDANCE**



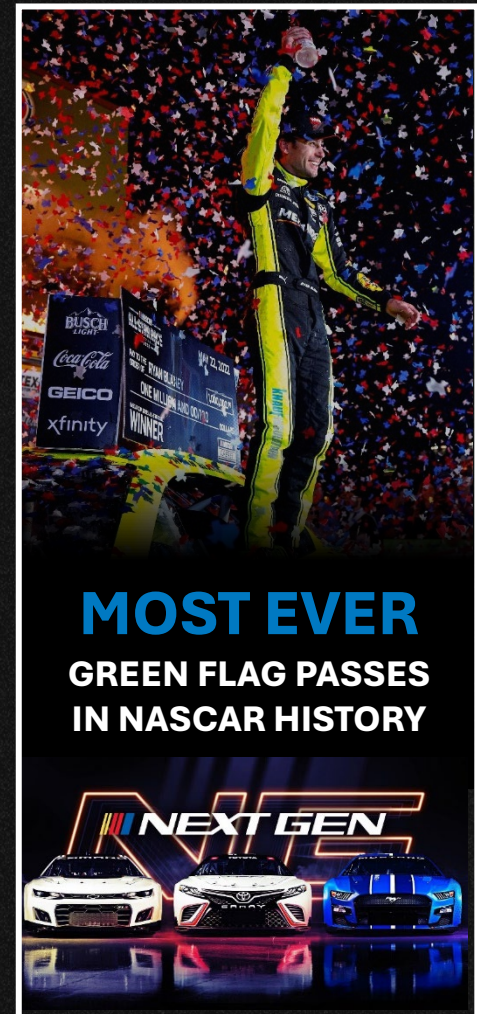
**8% INCREASE
IN NASCAR SOCIAL
FOLLOWERS**

nascar and phoenixraceway



12,357 likes

nascar What a way to ride off into the sunset... more

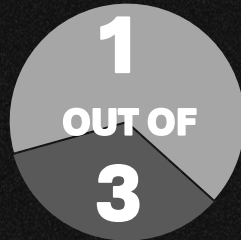


NASCAR FAN DEMOGRAPHICS

62%
Male

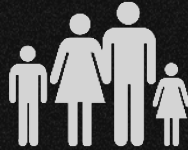


38%
Female



18-44 Years Old

More Than



1 OUT OF 4

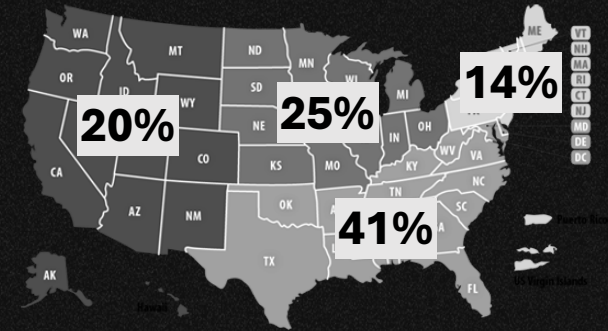
Households
with Children



\$88,000

Average
Household Income

Geographic Distribution



Nearly



3 OUT OF 4

Homeowners

Nearly



3 OUT OF 5

Some College
or Beyond



26%

Multicultural

Top 5 NASCAR Markets

(by number of people interested in the sport)

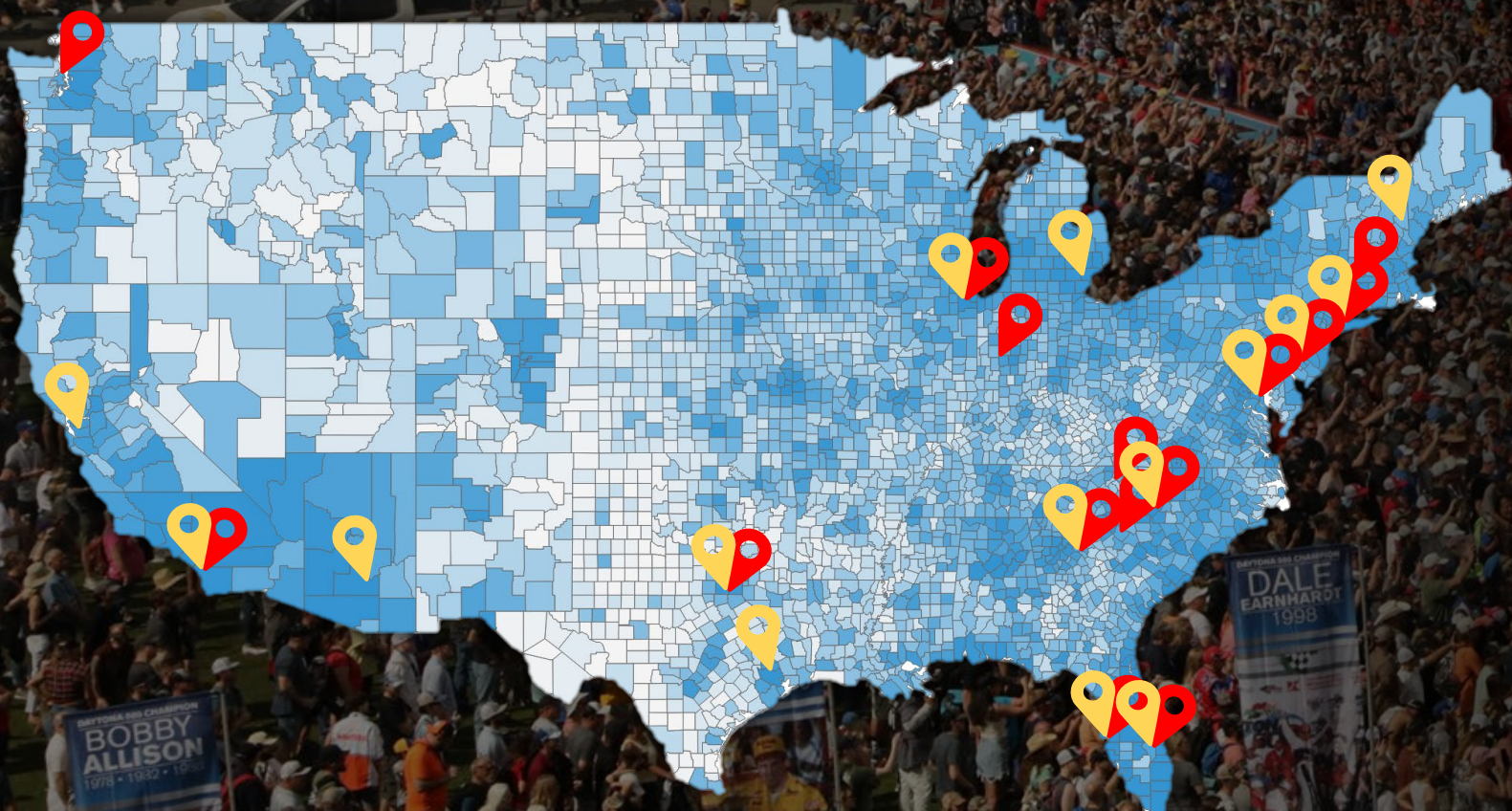
1. Los Angeles
2. New York
3. Chicago
4. Atlanta
5. Dallas



Source: Nielsen Scarborough (USA+ Release 1, 2023). Field dates: December 2021 – May 2023.
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.

FROM MAJOR MARKETS TO RURAL COUNTIES

2 OF 3 FANS RESIDE IN MIDWEST & SOUTH REGIONS



TOP DMAs WHERE NASCAR FANS RESIDE ¹

1. New York DMA
2. Los Angeles DMA
3. Atlanta DMA
4. Orlando/Daytona Beach DMA
5. Dallas/Fort Worth DMA
6. Philadelphia DMA
7. Chicago DMA
8. Tampa/St. Pete DMA
9. Washington, D.C. DMA
10. Phoenix DMA
11. Houston DMA
12. Detroit DMA
13. Charlotte DMA
14. San Fran/Oakland DMA
15. Boston DMA

TOP MARKETS FOR NASCAR TV HOUSEHOLDS ²

1. Los Angeles
2. Charlotte
3. Tampa-St. Pete, Sarasota
4. New York
5. Atlanta
6. Philadelphia
7. Orlando-Daytona Beach
8. Greenville-Spartanburg
9. Phoenix
10. Washington, DC
11. Dallas-Ft. Worth
12. Indianapolis
13. Greensboro
14. Seattle-Tacoma
15. Chicago

FROM MAJOR MARKETS TO RURAL COUNTIES

TRACKS LOCATED FROM NEW HAMPSHIRE TO CALIFORNIA



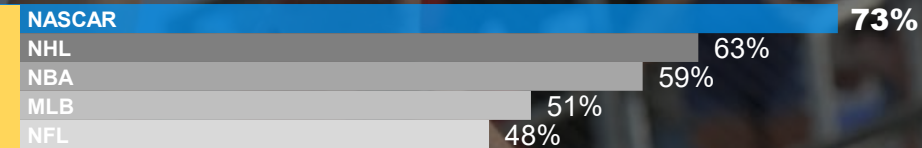
Atlanta Motor Speedway (Hampton, GA)
Bristol Motor Speedway (Bristol, TN)
Charlotte Motor Speedway (Concord, NC)
Chicago Street Race (Chicago, IL)
Circuit of the Americas (Austin, TX)
Darlington Raceway (Darlington, SC)
Daytona International Speedway (Daytona Beach, FL)
Dover Motor Speedway (Dover, DE)
Homestead-Miami Speedway (Homestead, FL)
Indianapolis Motor Speedway (Speedway, IN)
Kansas Speedway (Kansas City, KS)
Las Vegas Motor Speedway (Las Vegas, NV)
Los Angeles Coliseum (Los Angeles, CA)
Martinsville Speedway (Ridgeway, VA)
Michigan International Speedway (Brooklyn, MI)
Nashville Superspeedway (Lebanon, TN)
New Hampshire Motor Speedway (Loudon, NH)
North Wilkesboro Speedway (North Wilkesboro, NC)
Phoenix Raceway (Avondale, AZ)
Pocono Raceway (Long Pond, PA)
Richmond Raceway (Richmond, VA)
Sonoma Raceway (Sonoma, CA)
Talladega Superspeedway (Talladega, AL)
Texas Motor Speedway (Fort Worth, TX)
Watkins Glen International (Watkins Glen, NY)
World Wide Technology Raceway (Madison, IL)

THE #1 SPORT

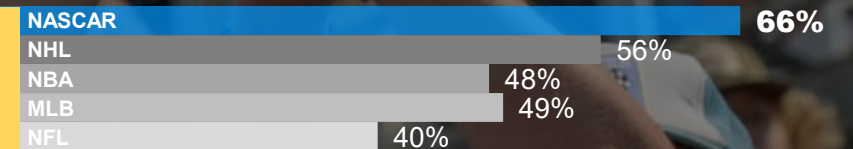
IN BRAND LOYALTY

FOR 14 STRAIGHT YEARS

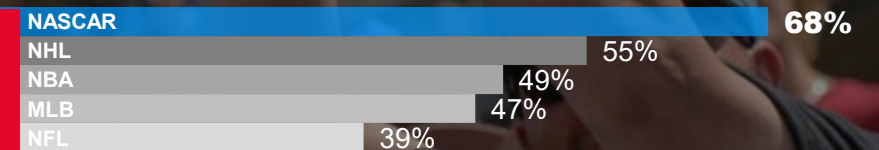
IMPORTANT TO BE AWARE



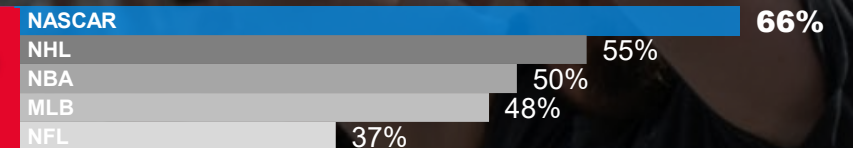
MORE LIKELY TO TRY



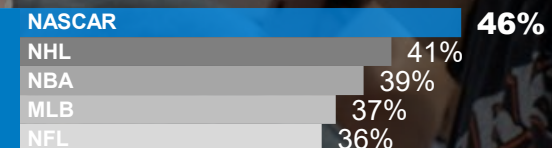
MORE LIKELY TO CONSCIOUSLY SUPPORT



MORE LIKELY TO RECOMMEND



BUY SPONSOR BRAND



POWERFUL AND DIVERSE

LIST OF NASCAR OFFICIAL PARTNERS

NASCAR
CUP SERIES

BUSCH
LIGHT

Coca-Cola

GEICO

xfinity

Advance
Auto Parts

ally

AMERICAN
ETHANOL

AMERICAN
EXPRESS

aws

AMR

BETMGM

bluegreen
VACATIONS

CABO
WARG
TEQUILA

CHEVROLET

COMETIC
GASKET

CRAFTSMAN

CreditOne
BANK

DEWALT

DRAFT
KINGS

ELGIN

Fanatics

FEATHERLITE
TRAILERS

Ford

GOODYEAR

growth energy
America's Ethanol Supporters

MAC
TOOLS

MACK

M
MECHANIX WEAR

Mobil 1

MONSTER
ENERGY

NASCAR
TECHNICAL
INSTITUTE

NETJETS

OURA

PIT BOSS

PNC
BANK

POWER
BALL

PREVOST

RTIC

Ruoff
MORTGAGE

Safety-Kleen

SEAT
GEEK

SiriusXM
SATELLITE RADIO

STANLEY

SUNOCO

TOYOTA

United
Rentals

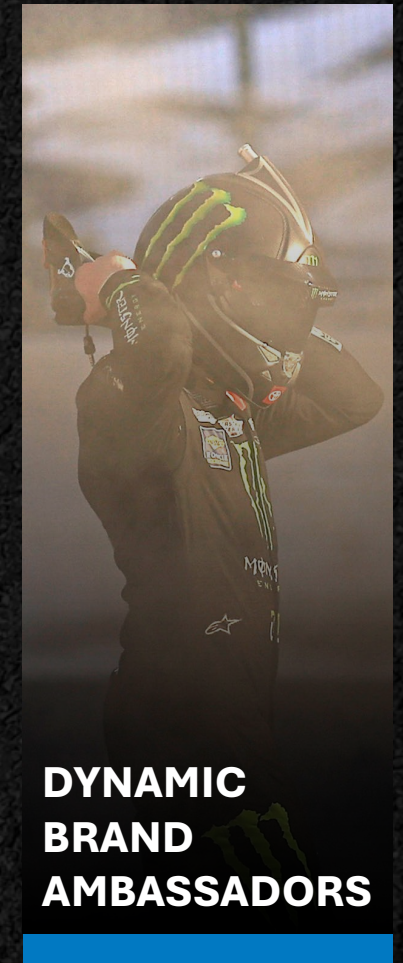
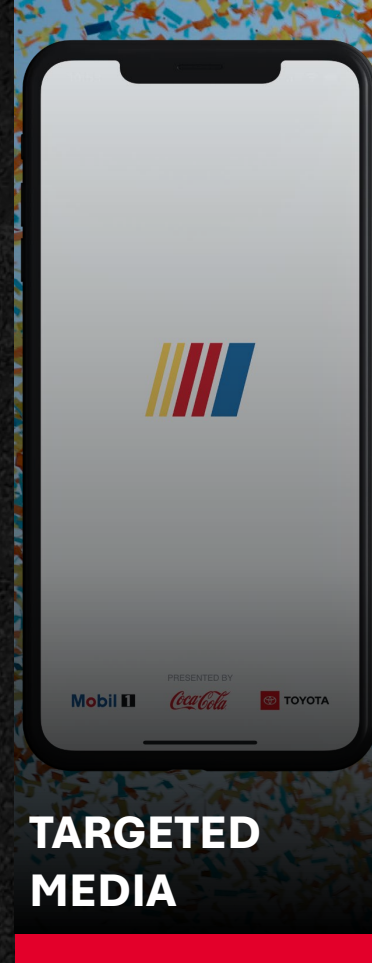
UNIVERSAL
TECHNICAL
INSTITUTE

verizon

WHELEN

WORLDWIDE
EXPRESS

PARTNERSHIP ROADMAP



DRIVING AWARENESS, AFFINITY, AND ACTION FOR PARTNERS.



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