### THE POWER & SCALE OF NASCAR

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<th>AUDIENCE ALIGNMENT</th>
<th>ONE STOP SHOPPING</th>
<th>CUSTOMIZED PARTNERSHIP</th>
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<td>PHOENIX RACETRACK</td>
<td>RICHMOND</td>
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**Logo Logos**
THE NASCAR AUDIENCE

80 MILLION FANS ACROSS THE U.S.

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

Source: 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”

Source: 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

<table>
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<th><strong>Television</strong></th>
<th><strong>Digital/Social</strong></th>
<th><strong>Audio</strong></th>
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</table>
| **#1** Sport on TV from Feb-Sept | **71% Market Share**
  For all NASCAR content online | **The Largest Independent Sports Radio Network in America**
  Live race broadcasts are delivered to **650 Radio Stations**
  Nationwide + SiriusXM NASCAR Radio | **12 NASCAR Track Properties**
| **#2** Audience Tuned In* (behind only the NFL) | **#1 Page Views Per Visit**
  Among the League Websites of All Major Sports | **100,000+ Attendees Over a Race Weekend**
  At-track activation provides a *Extended* window for conversation with race fans | **12 NASCAR Track Properties**
| **#1** Sport in Time Spent Viewing | | | |
| **#1** Co-viewing Among Major Sports (when excluding NFL) | | | |
| **#1** Sport in Ad Recall and Likeability | | | |
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
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.
NASCAR FANS BY THE NUMBERS

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

62% MALE / 38% FEMALE

2 OUT OF 3 HOUSEHOLDS WITH CHILDREN

23% MULTICULTURAL

Source: Nielsen Scarborough (USA+ Release 1, 2021). Field dates: January 2019 – May 2020. Sample size is approximately 40,000 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.
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.

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

Sources: Morning Consult Survey (February 2020) // Forbes // FOX Sports
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