NASCAR IS...

INTERNATIONAL IN SCOPE

- 6 continents
- 29 languages
- covering 190+ countries
- 475MM households
# The Power & Scale of NASCAR

- **Scale & Reach**
- **National Relevance**
- **Association & Visibility**
- **Audience Alignment**
- **One Stop Shopping**
- **Customized Partnership**

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<td>NASCAR Cup Series</td>
<td>NASCAR xfinity Series</td>
<td>NASCAR Whelen Euro Series</td>
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# AN EFFICIENT AUDIENCE TO REACH

## TELEVISION
- **#1 Sport on TV from Feb-Sept**

## DIGITAL/SOCIAL
- **71% Market Share**
  For all NASCAR content online
- **#1 Page Views Per Visit**
  Among the League Websites of All Major Sports

## 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
- **100,000+ Attendees Over a Race Weekend**
- At-track activation provides an extended window for conversation with race fans

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Source: Nielsen - *NASCAR Averages the Largest Average Audience Tuned in Among all Sports, when Excluding the NFL // Digital - Adobe Analytics*
A LEADER AMONG SPORTS PROPERTIES

POSITIVE MOMENTUM

A LEADER in sports during COVID-19

36 of 36 Races - The ONLY major sport to complete a full schedule in 2020

FASTEST GROWING BRANDS 2020

DRIVING CHANGE

I AM NASCAR

REINFORCED commitment and investment to diversity & inclusion

ENGAGED FAN BASE

ENGAGED FAN BASE

INCREASED REACH

+16%

Unique Viewers

46.6MM Unique TV Viewers (2020)

+56%

Total social engagements on NASCAR owned accounts

4.6x

Growth rate of net social followers YOY

+1%

Avg. TV Viewership

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

GEN Z

Zoom
Jan
22%
Nov
27%
Growth
10.9

TikTok
25%
36%
10.8

HBO Max
17%
27%
10.6

Boombah
33%
43%
10.3

Instacart
14%
18%
10.3

DoorDash
23%
32%
9.5

Beyond Meat
20%
29%
8.9

NASCAR
7%
16%
8.7

Zoom
13%
21%
7.9

#9
among the
Gen Z U.S. population

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

This is a REVOLUTION - taking a sport and creating a CULTURE

PITBULL Co-Owner Trackhouse Racing
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
NASCAR INTEGRATED MODEL

THE MOST EFFICIENT AND EFFECTIVE NASCAR SPONSORSHIPS
LEVERAGE ALL OF NASCAR’S AVAILABLE PLATFORMS

NASCAR OFFICIAL PARTNERSHIP

TRACK

MEDIA

TV

TEAM & DRIVER
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