





Your brand enjoys unparalleled chain of success





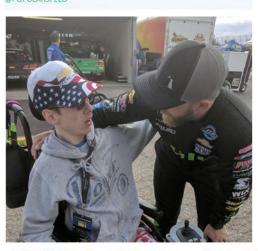
Even though his day is done @DISupdates, some young @NASCAR fans day has been made. @JEarnhardt1 ALWAYS has time for his fans.



Replying to @CSTMG3330 @JEarnhardt1 and 6 others

@JEarnhardt1 made my son's day! He went out of way to talk to him and spent so much time with him! #thankful #amazingsouviner #daytonarace

Making a fan happy @JEarnhardt1 #TURTLES400 @ChicagoIndSpdwy



Class act, @JEarnhardt1, stopped and signed for everyone during driver intros today. There is nothin' better than the Earnhardts.@DaleJr.



MASSIVE REACH. HIGH ENGAGEMENT. MULTIPLE PLATFORMS.

2016 SEASON: THROUGH NOVEMBER 20







TELEVISION



MILLION

UNIQUE VIEWERS 37.5 BILLION

SPORT

OF THE WEEKEND (17 Times)

MINUTES OF **RACING WATCHED** MILLION



VIEWERS TUNED IN PER MINUTE (NSCS)

DIGITAL



MILLION UNIQUE VISITORS

931 **MILLION**



PAGE **VIEWS**

319 MILLION



ON + OFF PLATFORM **VIDEO VIEWS**

MILLION



MOBILE APP DOWNLOADS (in 2016)

SOCIAL



MILLION FOLLOWERS

BILLION



SOCIAL **IMPRESSIONS** 256



TOTAL **ENGAGEMENTS** 13|2 MILLION





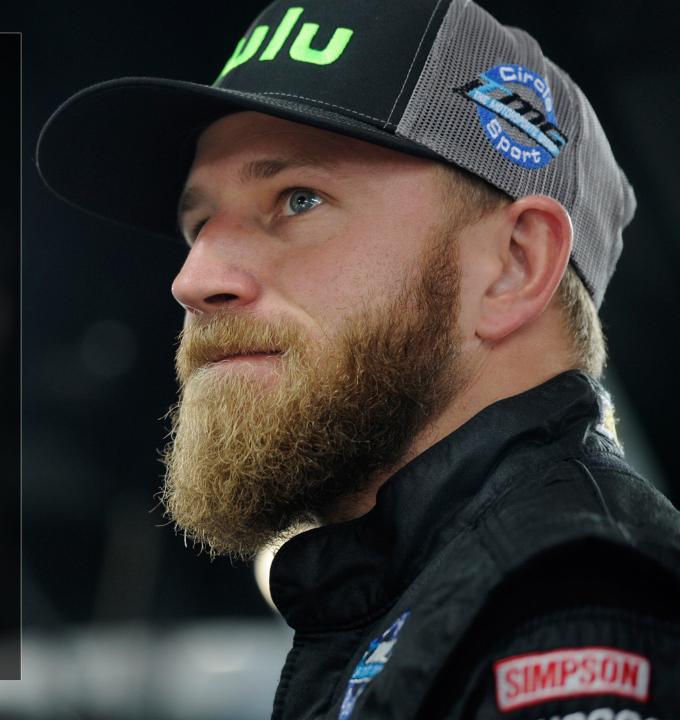
AVG. RACE DAY USERS REACHED (NSCS)

Data is representative of all three national series unless otherwise noted. Data is from the start of the calendar year except for the TV metrics that are specific to the race broadcasts or otherwise noted. TV average excludes race 14 (Pocono). Sources: TV: The Nielsen Company; data based on Live + SD data stream, points events only. Digital: Adobe Omniture SiteCatalyst, digital metrics represent all platforms (NASCAR Mobile Web, NASCAR Mobile Apps). Mobile app downloads include naviety of the Nascar Received mobile apps in 2016. Video views include NASCAR Mobile Web, NASCAR Mobile app downloads include naviety of the Nascar Received mobile apps in 2016. Video views include NASCAR Digital Platform video views and views on off-platform partner websites, including: SendtoNews, YouTube, Yahool, SportingNews, USA Today, Bleacher Report, Facebook and Twitter Analytics, Iconosquare, and Twitter TV Analytics. Social followers include the NASCAR Google + page and the NASCAR Instagram account.



PLATINUM SPONSORSHIP

- Fully customized paint scheme
- Company branding on hood, quarter panels, TV panel and roof
- Title sponsorship in all team press releases and NASCAR media
- Driver Website & Social Media Partner Promotion
- Driver Appearances at retail, fan zones and corporate headquarters
- At track hospitality for up to 10 guests
- Garage, Pit and VIP zone Hot Passes
- Pit Road access during race
- Food and beverages at race track for guests
- Meet & Greet with Driver and Team
- VIP Tour
- Pit Wall Banner with company branding and custom Hero Cards for Driver Autographs
- Options for Show Car Program



GOLD SPONSORSHIP

- Company branding on rear quarter panels
- Associate sponsorship in all team press releases and NASCAR media
- Driver Website & Social Media Partner Promotion
- Driver Appearances at retail, fan zones and corporate headquarters
- At track hospitality for up to 6 guests
- Garage, Pit and VIP zone Hot Passes
- Pit Road access during race
- Food and beverages at race track for guests
- Meet & Greet with Driver and Team
- VIP Tour
- Options for Show Car Program



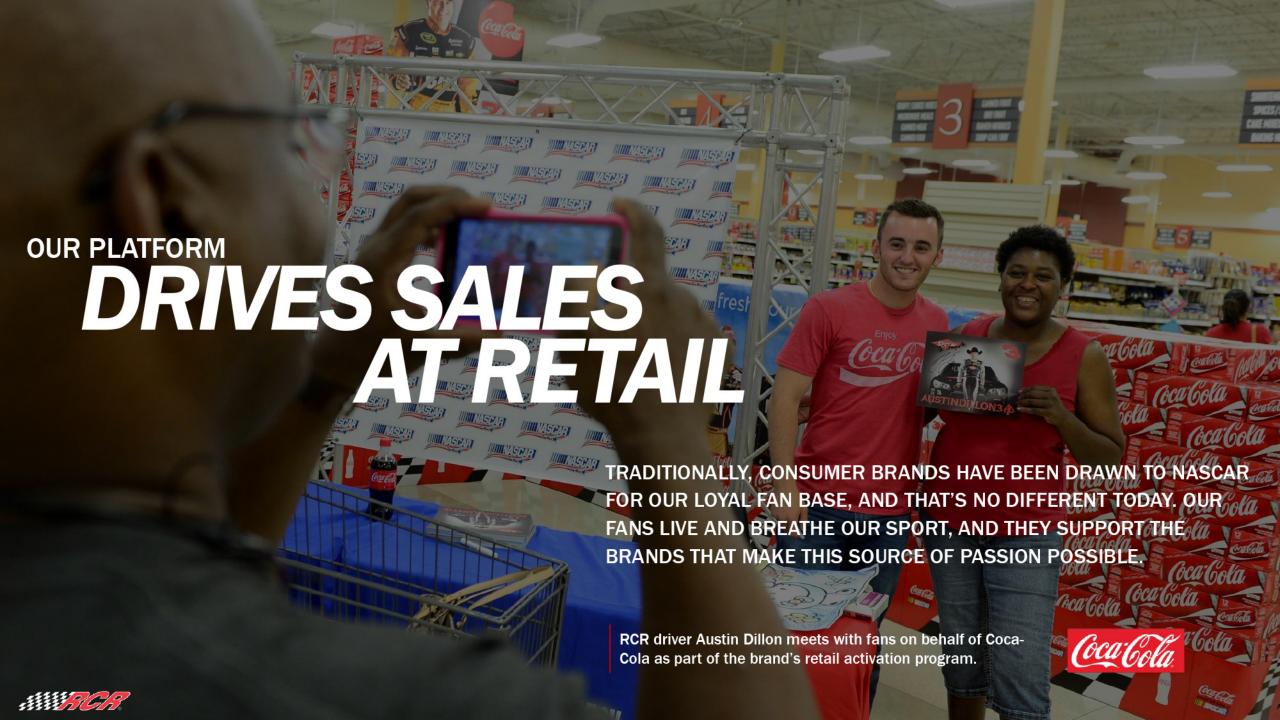
SILVER SPONSORSHIP

- Company branding on various key position
- Associate sponsorship in all team press releases and NASCAR media
- Driver Website & Social Media Partner Promotion
- At track hospitality for up to 4 guests
- Garage, Pit and VIP zone Hot Passes
- Pit Road access during race
- Food and beverages at race track for guests
- Meet & Greet with Driver and Team
- VIP Tour
- Options for Discounted Show Car Program









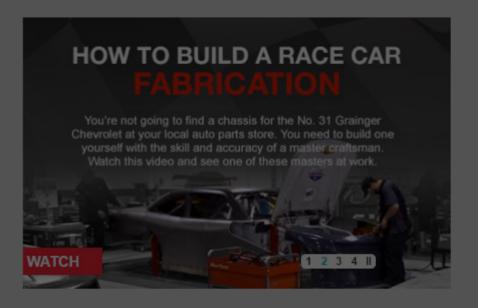








HOW TO BUILD A RACE CAR When you build a race car, ideas for your design need to be design to reality for the No. 31 Grainger Chevrolet. e that so the No. performan C R E A STORIES







digital content that reinforces key marketing messages



WE REPRESENT

BEST-IN-CLASS BRANDS

WE'RE PROUD TO PARTNER WITH CLOSE TO 40 LEADING BRANDS, A PORTFOLIO REPRESENTING 1.4 MILLION+ EMPLOYEES AND \$546 BILLION+ IN ANNUAL REVENUE.



















































































