National Hot Rod Association (NHRA)
A UNIQUE Marketing Platform
July 2014
National Hot Rod Association

- Founded in 1951, the company was originally founded as a means of getting hot rodders off the streets and into a safer environment.

- Today, NHRA is the world’s largest motorsports sanctioning body and the foremost promoter of drag racing in the world, entertaining millions of racing fans with the fastest and most spectacular form of entertainment on wheels.

- Network of approximately 120 tracks in the United States, Canada and Puerto Rico; 7,000 days of racing are hosted under the NHRA umbrella each year.

- An avid fan base of 18.9 million, with a total fan base of 78.5 million across the United States.

Source: NHRA 2014 & ESPN Sports Poll 2013
NHRA Mello Yello Drag Racing Series

• NHRA’s premier racing series, featuring 24 championship series events a year

• A 10 month, coast-to-coast marketing platform that offers the most geographically diverse motorsport schedule in the United States – impact 34 of the top 50 DMAs
  – Expanded into the New England region with a race in New Hampshire in 2013

• Up to 125,000 spectators attend each NHRA Mello Yello Drag Racing Series event

• Dedicated broadcasts on ESPN2 / ESPN2 HD reach nearly 1.0 million viewers each race weekend
  – Twelve telecasts in 2013 were ranked as the most watched program of the day on the network

The NHRA Mello Yello Drag Racing Series has unmatched geographic reach within motorsports - 34 of the top 50 DMAs.

2014 Schedule
1) Los Angeles, Calif.
2) Phoenix, Ariz.
3) Gainesville, Fla.
4) Las Vegas, Nev.
5) Charlotte, N.C.
6) Houston, Texas
7) Atlanta, Ga.
8) Topeka, Kan.
9) Englishtown, N.J.
10) Bristol, Tenn.
11) Epping, N.H.
12) Chicago, Ill.
13) Norwalk, Ohio
14) Denver, Colo.
15) Sonoma, Calif.
16) Seattle, Wash.
17) Brainerd, Minn.
18) Indianapolis, Ind.
19) Charlotte, N.C.
20) Dallas, Texas
21) St. Louis, Mo.
22) Reading, Pa.
23) Las Vegas, Nev.
24) Pomona, Calif.
• The exclusive broadcast partner of the NHRA and the NHRA Mello Yello Drag Racing Series since 2001
  - Distributed to nearly 100 million households across the country

• 130 hours of original programming, with over 110 hours of original programming dedicated to the NHRA Mello Yello Series

• On average, nearly 1.0 million viewers tune-in to watch an NHRA event over the course of a race weekend
  - Twelve Sunday telecasts were ranked as the most watched program of the day on the network in 2013

• Events are also broadcast worldwide via ESPN International, TSN and the Armed Forces Network

Source: ESPN 2013 – 2014
Media Assets

• NHRA.com
  - The official destination for NHRA news and information on the Internet
  - Average 1.6 million unique visitors per month

• Social Media
  - NHRA actively engages with its audience via popular social media sites
  - Over 700,000 “Like” NHRA on facebook and nearly 68,000 follow NHRA on twitter
  ... The number of people that “Like” NHRA increased by 39.0% last year

• National DRAGSTER
  - The official magazine of NHRA Drag Racing
  - Publication that is printed 25 times a year
  - Companion website, NationalDRAGSTER.net
  - Medium that targets the most avid NHRA fans
  - Distributed to 70,000 NHRA members and at all NHRA Mello Yello Drag Racing Series events
  - Avid readership of 200,000 people per issue

Source: Google Analytics 2012, Lewis & Clark Research 2012
NHRA is UNIQUE
The fastest race cars on the earth, a spectacle of high speed, side-by-side races in excess of 300 mph

- 10,000 horsepower engines that generate 4 Gs of force and accelerate to over 100 mph in less than a second

- A truly visceral racing experience that you can see, hear, feel and taste
**UNIQUE Fan Experience**

- Highly engaging and genuine fan experience that provides all-day entertainment on and off the track
- NHRA’s open pit environment allows every person attending an event to get up close and personal with the sport’s biggest stars - VIP credentials are not required
UNIQUE Fan Engagement

• More accessibility to spectators than any other major sports property; the structure of NHRA races provides a continuous flow of attendees from the grandstands to the midway throughout the entire event.

• The Nitro Alley and midway areas are open to all spectators in attendance and delivers an opportunity for sponsors to connect with NHRA fans one-on-one in an authentic and approachable format for brand activation.

• Spectator gates are open an average of ten (10) hours each day and each race is three to four days.
UNIQUE History of Diversity

- NHRA has a rich history of diversity, including women, African-Americans and Hispanics that have competed at the highest level and won championships.

- Because of these unique demographics, NHRA provides sponsors the diversity to reach various consumer segments.
UNIQUE Fan Base

- Avid and loyal fan base with extremely attractive demographics
- 18.9 million avid fans in the United States, total fan base of 78.5 million
- Strong male fan base, but also appeals to women
- One of the best sports marketing platforms to reach key male demos (age 18+ & 18 – 49)
- On average, one of the youngest sports fan bases among all major sports properties
- More ethnically diverse than both NASCAR and IndyCar fans
- Live active lifestyles and strongly over-index versus the US population for having participated in outdoor activities

Source: ESPN Sports Poll 2013 & Scarborough Research 2013 (Avid fan = Very interested & Fan = Very or somewhat interested)
UNIQUE Fan Base

Personal / household demographics
Scarborough USA+ - Release 1 2013

<table>
<thead>
<tr>
<th></th>
<th>US Population</th>
<th>NHRA Fan</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48.5%</td>
<td>74.6%</td>
<td>154</td>
</tr>
<tr>
<td>Male 18 - 34</td>
<td>15.1%</td>
<td>20.4%</td>
<td>135</td>
</tr>
<tr>
<td>Male 25 - 54</td>
<td>26.7%</td>
<td>41.7%</td>
<td>156</td>
</tr>
<tr>
<td>Household Income up to 75K</td>
<td>66.0%</td>
<td>70.7%</td>
<td>107</td>
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<tr>
<td>Household Income 30 - 99K</td>
<td>56.6%</td>
<td>58.1%</td>
<td>103</td>
</tr>
<tr>
<td>Employed Full-time</td>
<td>43.4%</td>
<td>47.1%</td>
<td>109</td>
</tr>
<tr>
<td>Blue Collar Occupation</td>
<td>21.8%</td>
<td>32.3%</td>
<td>148</td>
</tr>
<tr>
<td>Technical / Vocational School</td>
<td>29.7%</td>
<td>37.2%</td>
<td>125</td>
</tr>
</tbody>
</table>

One of the best marketing platforms to reach key males demos, reflect the middle class and a sizeable amount of NHRA fans have strong technical / vocational skills

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
UNIQUE Fan Base (NASCAR vs. NHRA fans)

Personal / household demographics
Scarborough USA+ - Release 1 2013

<table>
<thead>
<tr>
<th></th>
<th>NASCAR Fan</th>
<th>NHRA Fan</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>62.8%</td>
<td>74.6%</td>
<td>119</td>
</tr>
<tr>
<td>Average Age</td>
<td>48.53</td>
<td>46.02</td>
<td>105</td>
</tr>
<tr>
<td>Age 18 - 24</td>
<td>8.7%</td>
<td>12.0%</td>
<td>138</td>
</tr>
<tr>
<td>Age 18 - 34</td>
<td>22.4%</td>
<td>27.5%</td>
<td>123</td>
</tr>
<tr>
<td>African-American</td>
<td>7.4%</td>
<td>9.4%</td>
<td>127</td>
</tr>
<tr>
<td>Hispanic</td>
<td>7.8%</td>
<td>10.4%</td>
<td>133</td>
</tr>
<tr>
<td>Asian or other</td>
<td>4.4%</td>
<td>5.2%</td>
<td>118</td>
</tr>
<tr>
<td>Blue Collar Occupation</td>
<td>25.7%</td>
<td>32.3%</td>
<td>126</td>
</tr>
</tbody>
</table>

NHRA delivers a better motorsports marketing platform than NASCAR to reach a younger, more diverse audience that is also more likely to have a blue collar occupation

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
UNIQUE Fan Base (Average Age)

Personal demographics: Age
Scarborough USA+ - Release 1 2013

- NHRA Drag Racing has one of the youngest sports fan bases in the United States compared to all other major sports
**UNIQUE Fan Base (Male 18 – 49)**

**Personal demographics: Age / Gender of respondent**
Scarborough USA+ - Release 1 2013

- Compared to other major sports properties, NHRA provides one of the best sports marketing platform to reach key male demos

<table>
<thead>
<tr>
<th>Sport</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>NHL</td>
<td>146</td>
</tr>
<tr>
<td>NHRA</td>
<td>145</td>
</tr>
<tr>
<td>NBA</td>
<td>142</td>
</tr>
<tr>
<td>College basketball</td>
<td>129</td>
</tr>
<tr>
<td>College football</td>
<td>127</td>
</tr>
<tr>
<td>NFL</td>
<td>125</td>
</tr>
<tr>
<td>MLB</td>
<td>116</td>
</tr>
<tr>
<td>IndyCar</td>
<td>115</td>
</tr>
<tr>
<td>ATP / WTA</td>
<td>115</td>
</tr>
<tr>
<td>NASCAR</td>
<td>113</td>
</tr>
<tr>
<td>PGA</td>
<td>113</td>
</tr>
<tr>
<td>US population</td>
<td>100</td>
</tr>
<tr>
<td>Horse racing</td>
<td>73</td>
</tr>
</tbody>
</table>

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
UNIQUE Fan Base (Diversity)

Personal demographics: Race
Scarborough USA+ - Release 1 2013

• A rich history of diverse fans makes NHRA the envy of other motorsports sanctioning bodies

• NHRA fans are more likely to be Hispanic and / or African-American than NASCAR and IndyCar fans

  Hispanic
  - 33% more likely than NASCAR
  - 18% more likely than IndyCar

  African-American
  - 27% more likely than NASCAR
  - 8% more likely than IndyCar

• NHRA events are contested in 7 of the 8 most populated Hispanic DMAs in the United States

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
UNIQUE Fan Base (Interests Outside of NHRA)

Activities past 12 months
Scarborough USA+ - Release 1 2013

NHRA fans live active lifestyles and strongly over-index versus the US population for having participated in outdoor activities.

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
UNIQUE Sponsorship Opportunity
Why Sponsor NHRA?

• Access to a passionate and sponsor loyal fan base
  - 18.9 million avid NHRA fans across the United States, total fan base of 78.5 million

• NHRA gives sponsors unparalleled access to its fans, providing the ability to create deeply engaging marketing platforms
  - A highly engaging and genuine fan experience that provides all-day entertainment on and off the track
  - Open pit allows fans to get up close and personal with NHRA’s biggest stars while Nitro Alley allows sponsors to engage fans in an intimate one-on-one setting

• One-stop shopping for fully integrated NHRA marketing assets makes it easier for sponsors to integrate their motorsports program across league marketing assets while providing more activation options
  - An NHRA partnership package allows sponsors to seamlessly integrate NHRA marketing assets including logo usage and promotional rights, on-site display and marketing rights, track presence at all NHRA events, ESPN2 broadcast exposure, print and interactive and social media

• Value proposition at the team and league level is second to none providing partners a strong return-on-investment performance
  - Sponsors can achieve a proprietary position within the sport, generating a sizeable impact and critical mass for a fraction of the cost of other motorsports properties

• NHRA is “Americana”
  - One of the most relatable and uniquely American connection points with consumers: speed, power and the American car culture

Source: ESPN Sports Poll 2013
Sponsorship Points of Entry

- Various platforms are available to create a leadership position within NHRA Drag Racing, reaching a group of passionate fans who support the brands that support NHRA Drag Racing

<table>
<thead>
<tr>
<th>SANCTIONING BODY</th>
<th>MEDIA EXPOSURE</th>
<th>RACE TEAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Sponsor of NHRA</td>
<td>Broadcast</td>
<td>Car Paint Outs</td>
</tr>
<tr>
<td>Series Sponsorships</td>
<td>Print</td>
<td>Product Endorsements</td>
</tr>
<tr>
<td>Race Entitlements</td>
<td>Interactive</td>
<td>Pit Side Hospitality</td>
</tr>
<tr>
<td>National Platforms</td>
<td>Social Media</td>
<td>Show Car Program</td>
</tr>
<tr>
<td>On-site Presence</td>
<td></td>
<td>Regional Activation</td>
</tr>
</tbody>
</table>

- Regional Activation
- Signage
- VIP Hospitality
Strong Portfolio of League & Team Sponsors
<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Location</th>
<th>Month</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>6 – 9</td>
<td>Pomona, Calif.</td>
<td>July</td>
<td>3 – 6</td>
<td>Norwalk, Ohio</td>
</tr>
<tr>
<td>April</td>
<td>11 – 13</td>
<td>Charlotte, N.C.</td>
<td>August</td>
<td>14 – 17</td>
<td>Brainerd, Minn.</td>
</tr>
<tr>
<td>April</td>
<td>25 – 27</td>
<td>Houston, Texas</td>
<td>Aug.</td>
<td>27 – Sep. 1</td>
<td>Indianapolis, Ind.</td>
</tr>
<tr>
<td>May</td>
<td>16 – 18</td>
<td>Atlanta, Ga.</td>
<td>September</td>
<td>12 – 14</td>
<td>Charlotte, N.C.</td>
</tr>
<tr>
<td>May</td>
<td>23 – 25</td>
<td>Topeka, Kan.</td>
<td>September</td>
<td>18 – 21</td>
<td>Dallas, Texas</td>
</tr>
<tr>
<td>May</td>
<td>29 – June 1</td>
<td>Englishtown, N.J.</td>
<td>September</td>
<td>26 – 28</td>
<td>St. Louis, Mo.</td>
</tr>
</tbody>
</table>
Gender
- Male: 74.6% (154)
- Female: 25.4% (49)

Age
- 18 – 24: 12.0% (96)
- 25 – 34: 15.5% (89)
- 35 – 49: 27.4% (108)
- 50 – 64: 33.0% (125)
- 65+: 12.1% (66)

Household Income
- $34,999 or less: 33.1% (112)
- $35K – $49,999: 21.2% (108)
- $50K – $74,999: 16.4% (97)
- $75K – $99,999: 12.9% (93)
- $100K – $149,999: 10.1% (87)
- $150K+: 6.3% (73)

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)
Ethnicity
- White: 75.0% (109)
- African-American: 9.4% (86)
- Hispanic: 10.4% (71)
- Asian: 1.7% (63)
- Other: 3.5% (113)

Education
- Some High School or less: 10.6% (108)
- High School: 43.4% (128)
- Some College: 31.1% (102)
- College+: 14.9% (58)
- Vocational / Tech School: 37.2% (125)

Household Size
- 1: 12.1% (91)
- 2: 33.8% (108)
- 3: 23.8% (119)
- 4: 15.8% (90)
- 5+: 14.5% (82)

Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)