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National Hot Rod Association (NHRA)
A **UNIQUE** Marketing Platform

July 2014

National Hot Rod Association

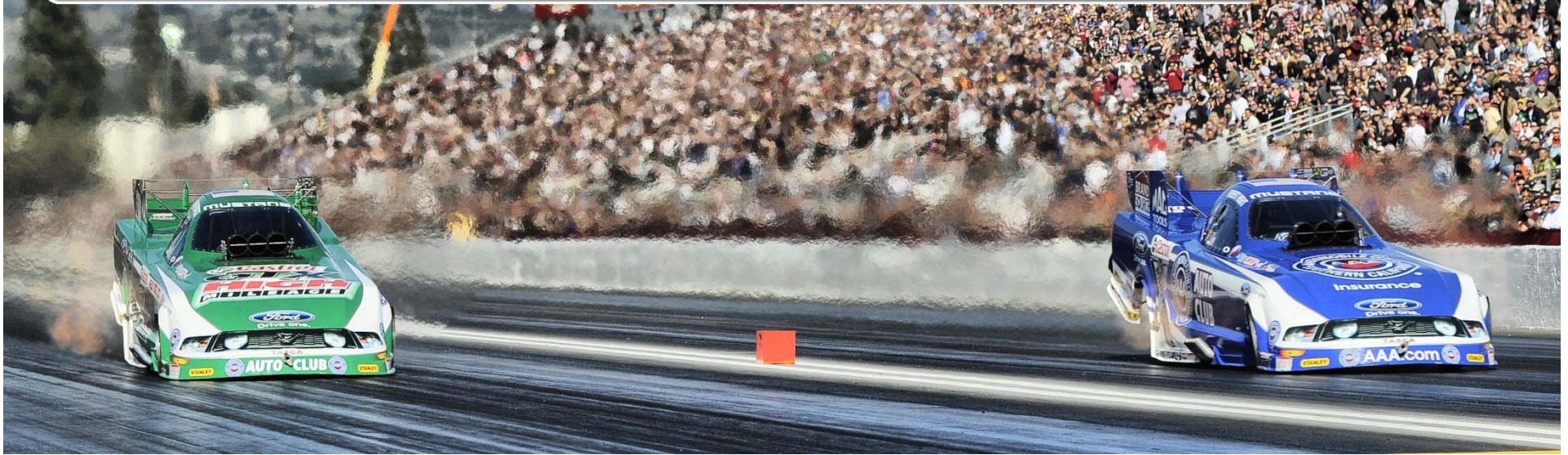
- Founded in 1951, the company was originally founded as a means of getting hot rodders off the streets and into a safer environment
- Today, NHRA is the world's largest motorsports sanctioning body and the foremost promoter of drag racing in the world, entertaining millions of racing fans with the fastest 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

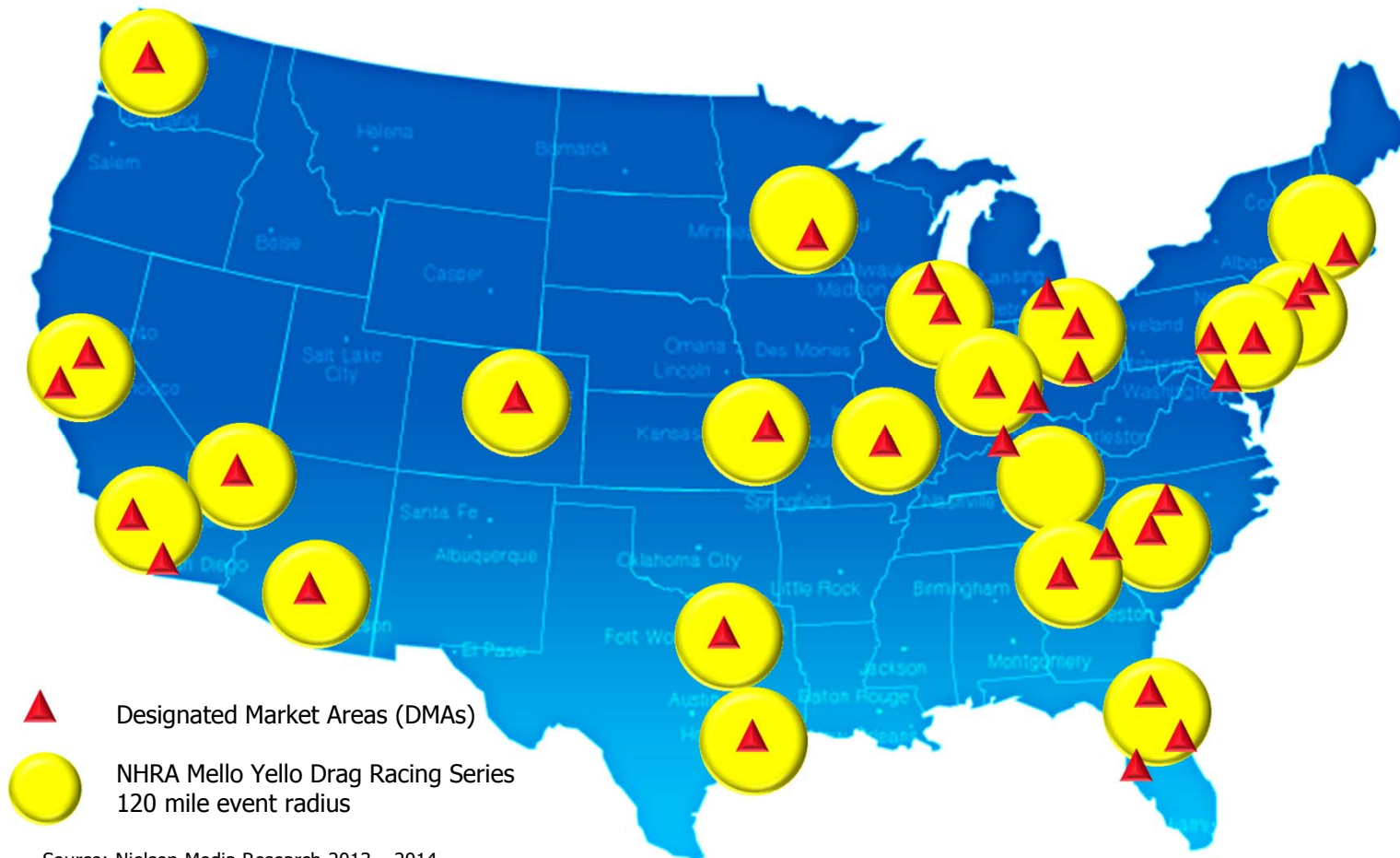
- NHRA's premier racing series, featuring 24 championship series events a year
- A 10 month, coast-to-coast marketing platform that offers the most geographically diverse motorsport schedule in the United States – impact 34 of the top 50 DMAs
 - Expanded into the New England region with a race in New 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

Source: NHRA 2014, Nielsen Media Research 2013 – 2014 & ESPN 2013



Best National Footprint in Motorsports

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



2014 Schedule

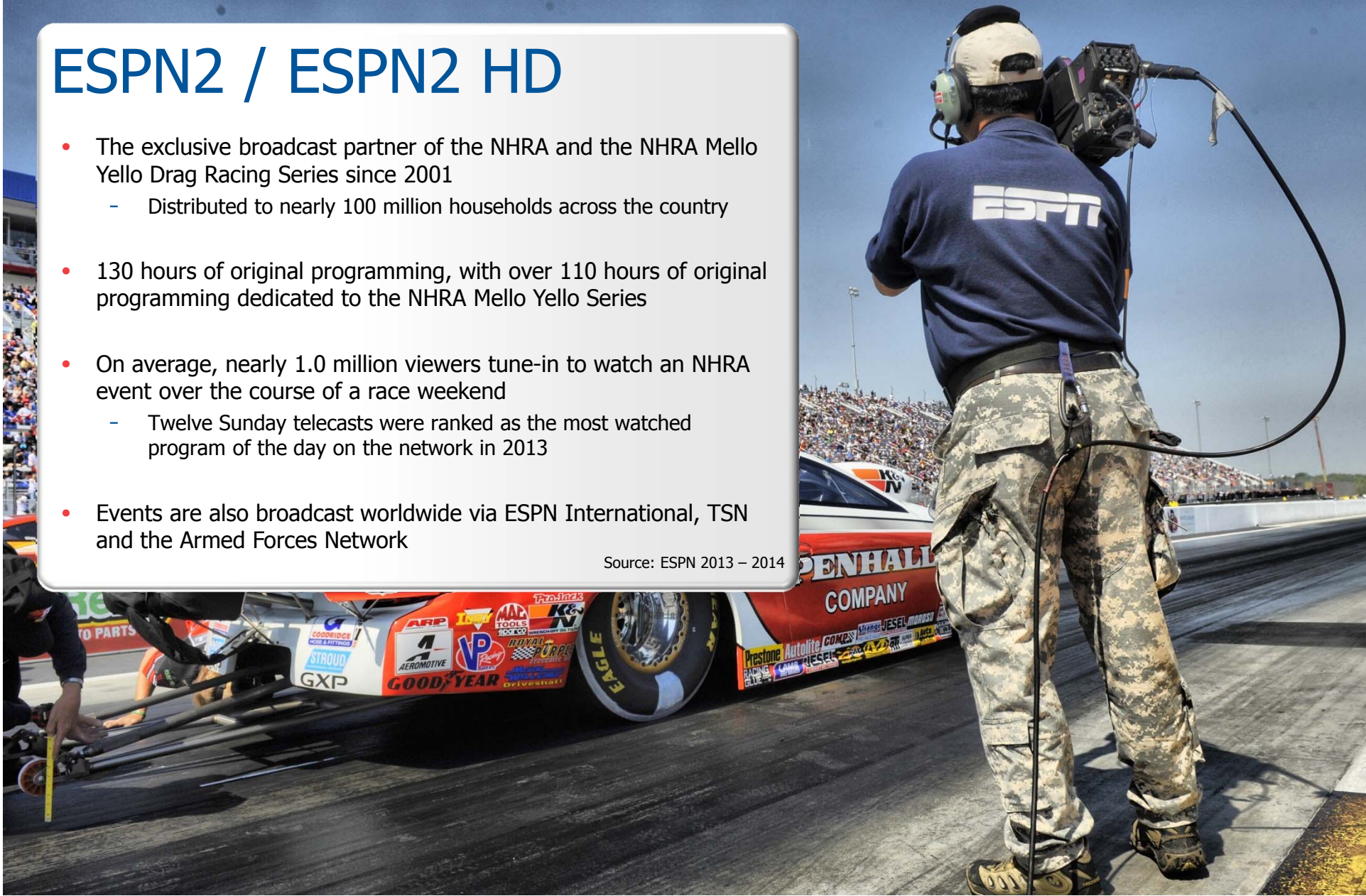
- 1) Los Angeles, Calif.
- 2) Phoenix, Ariz.
- 3) Gainesville, Fla.
- 4) Las Vegas, Nev.
- 5) Charlotte, N.C.
- 6) Houston, Texas
- 7) Atlanta, Ga.
- 8) Topeka, Kan.
- 9) Englishtown, N.J.
- 10) Bristol, Tenn.
- 11) Epping, N.H.
- 12) Chicago, Ill.
- 13) Norwalk, Ohio
- 14) Denver, Colo.
- 15) Sonoma, 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.

Source: Nielsen Media Research 2013 – 2014

ESPN2 / ESPN2 HD

- 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





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NHRA is **UNIQUE**

UNIQUE Sensory Experiences

- 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

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

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

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

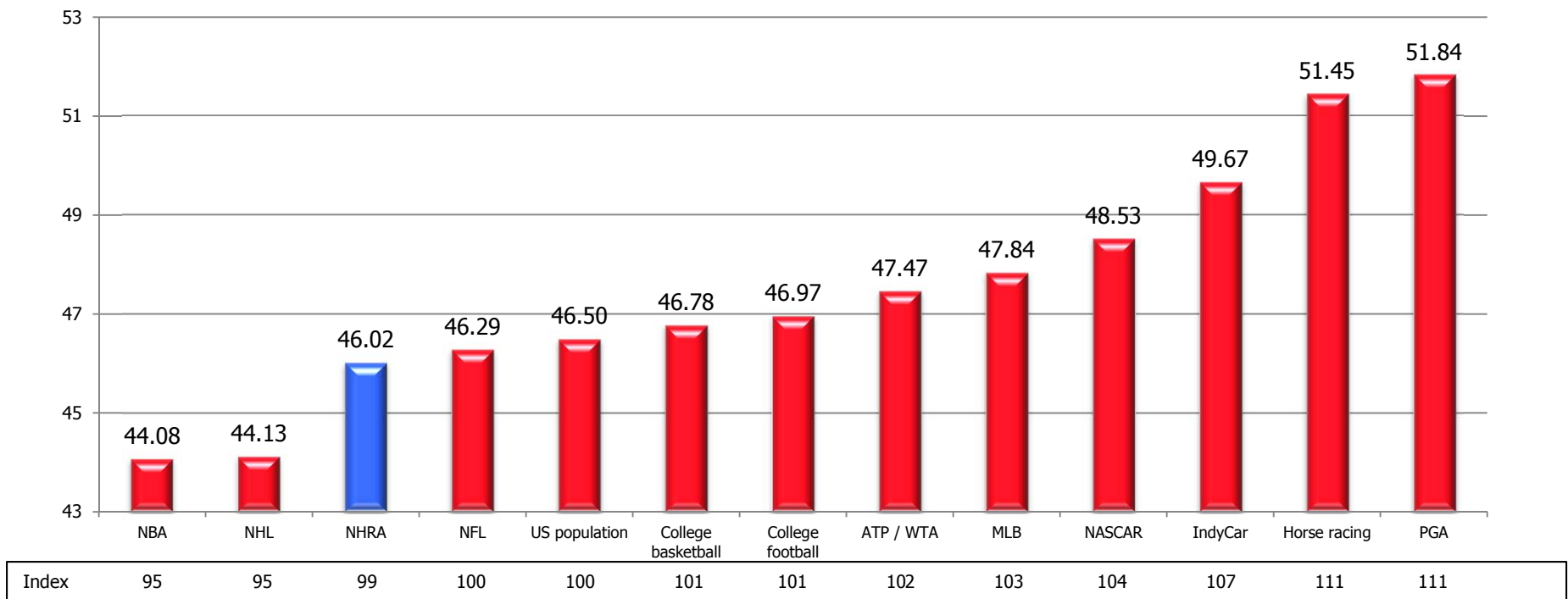
NHRA delivers a better motorsports marketing platform than NASCAR to reach a younger, more diverse audience that is also more likely to have a blue collar occupation

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

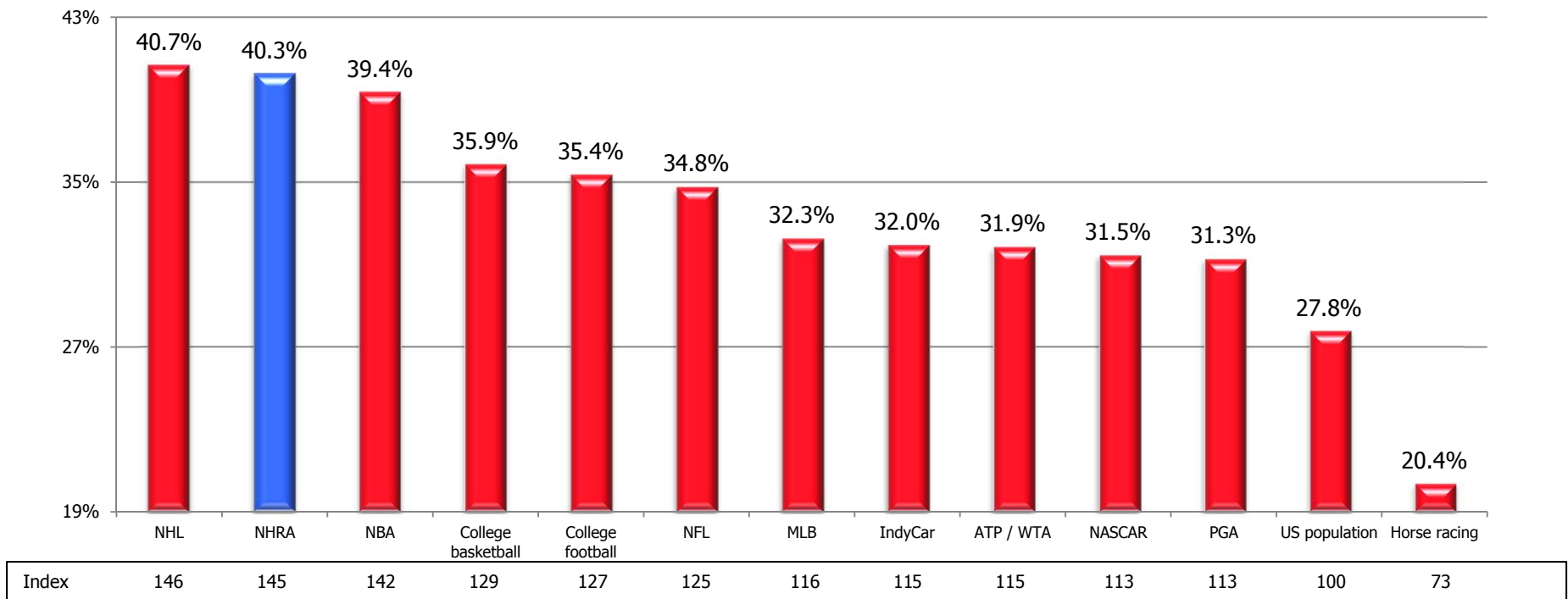


Source: Scarborough Research 2013 (Fan = Very or Somewhat interested)

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



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

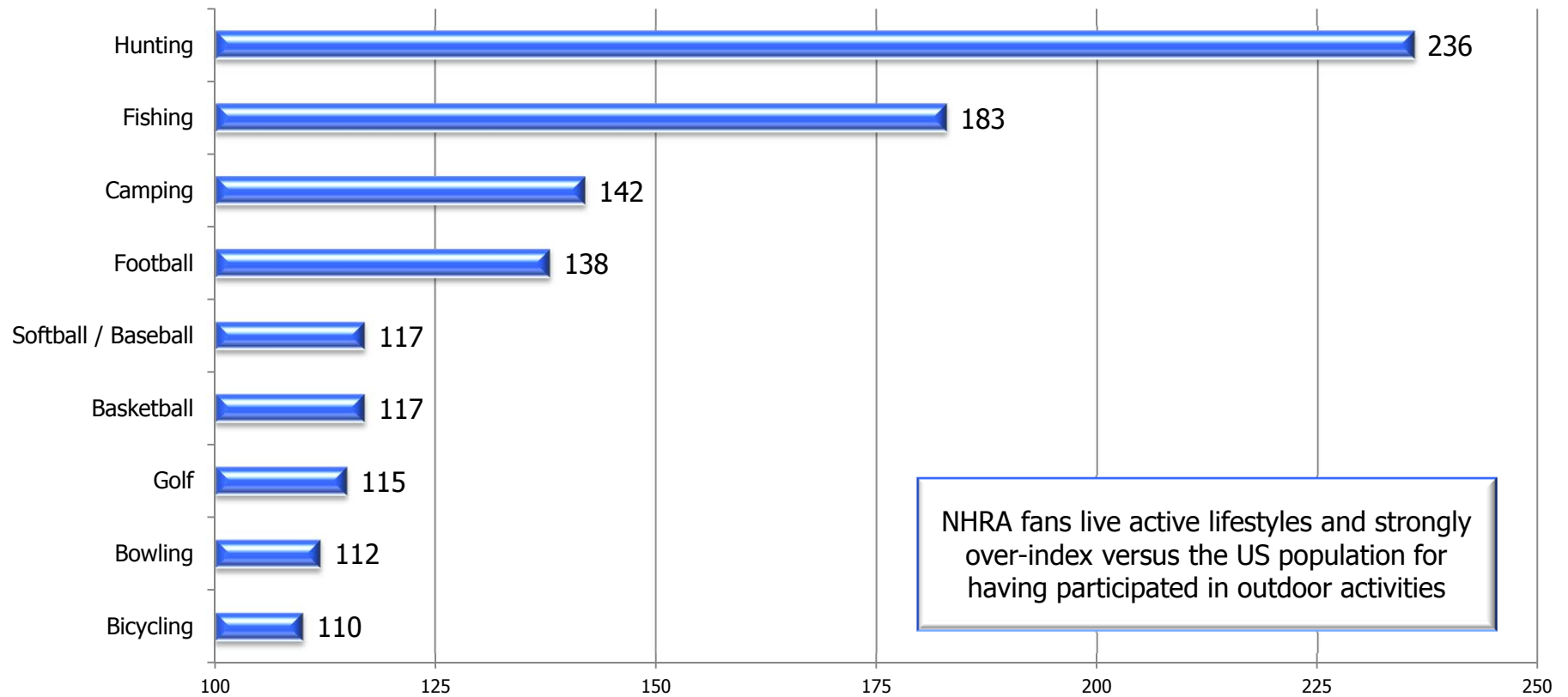
- NHRA events are contested in 7 of the 8 most populated Hispanic DMAs in the United States



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



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



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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

SANCTIONING BODY

- Official Sponsor of NHRA
- Series Sponsorships
- Race Entitlements
- National Platforms
- On-site Presence



- Car Paint Outs
- Product Endorsements
- Pit Side Hospitality
- Show Car Program

RACE TEAMS

MEDIA EXPOSURE

- Broadcast
- Print
- Interactive
- Social Media



- Regional Activation
- Signage
- VIP Hospitality

RACE TRACKS

Strong Portfolio of League & Team Sponsors





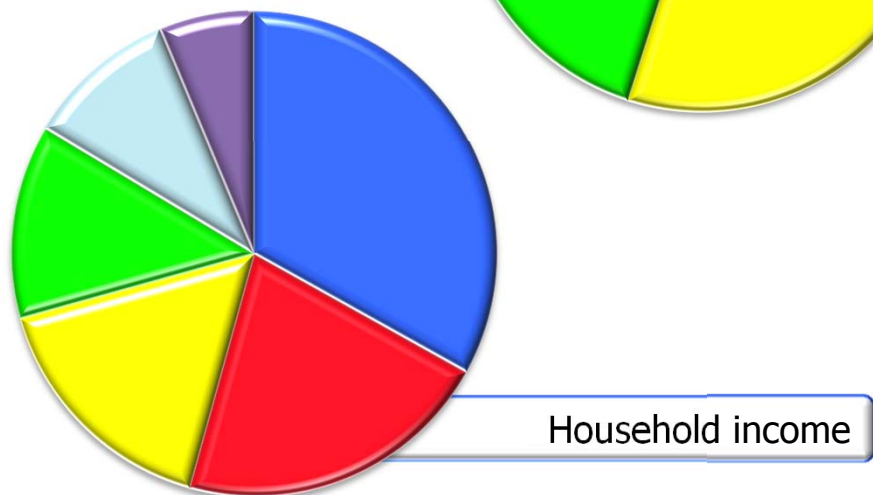
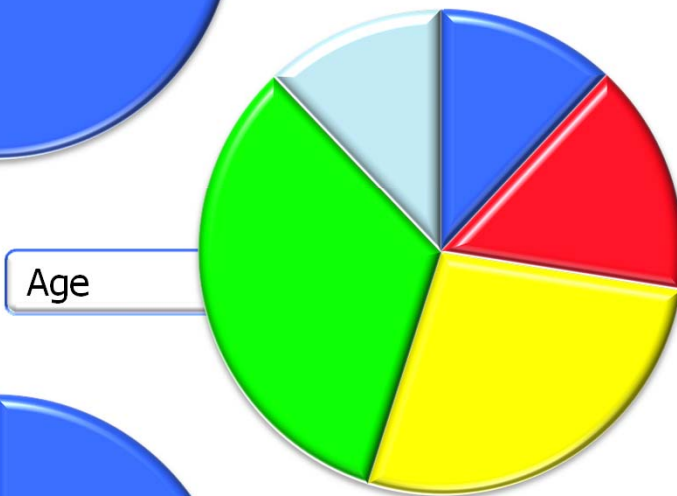
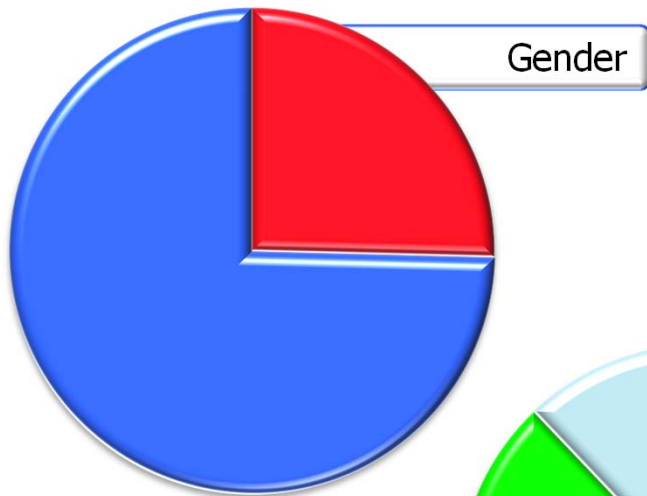
Thank You

2014 NHRA Mello Yello Drag Racing Series Schedule



February 6 – 9	Pomona, Calif.	July 3 – 6	Norwalk, Ohio
February 21 – 23	Phoenix, Ariz.	July 18 – 20	Denver, Colo.
March 13 – 16	Gainesville, Fla.	July 25 – 27	Sonoma, Calif.
March 28 – 30	Las Vegas, Nev.	August 1 – 3	Seattle, Wash.
April 11 – 13	Charlotte, N.C.	August 14 – 17	Brainerd, Minn.
April 25 – 27	Houston, Texas	Aug. 27 – Sep. 1	Indianapolis, Ind.
May 16 – 18	Atlanta, Ga.	September 12 – 14	Charlotte, N.C.
May 23 – 25	Topeka, Kan.	September 18 – 21	Dallas, Texas
May 29 – June 1	Englishtown, N.J.	September 26 – 28	St. Louis, Mo.
June 13 – 15	Bristol, Tenn.	October 2 – 5	Reading, Pa.
June 19 – 22	Epping, N.H.	Oct. 30 – Nov. 2	Las Vegas, Nev.
June 26 – 29	Chicago, Ill.	November 13 – 16	Pomona, Calif.





Gender

● Male	74.6%	(154)
● Female	25.4%	(49)

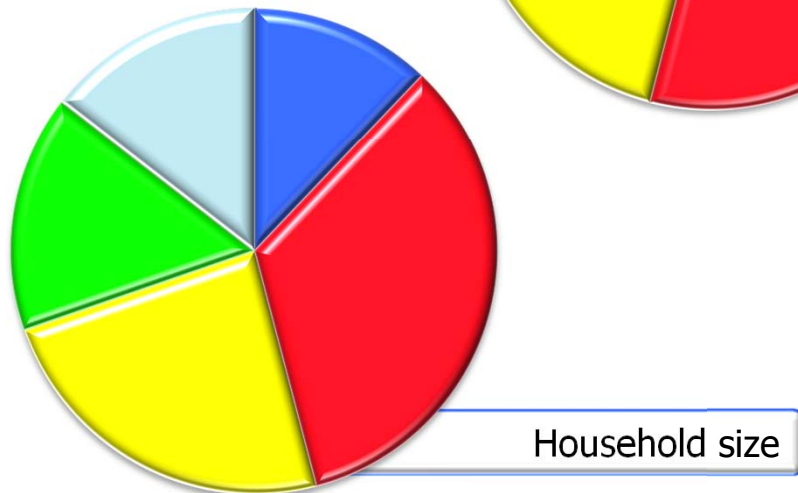
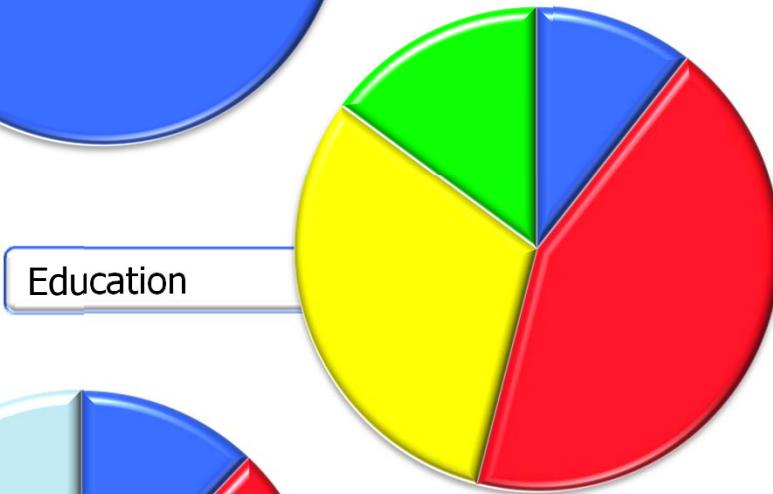
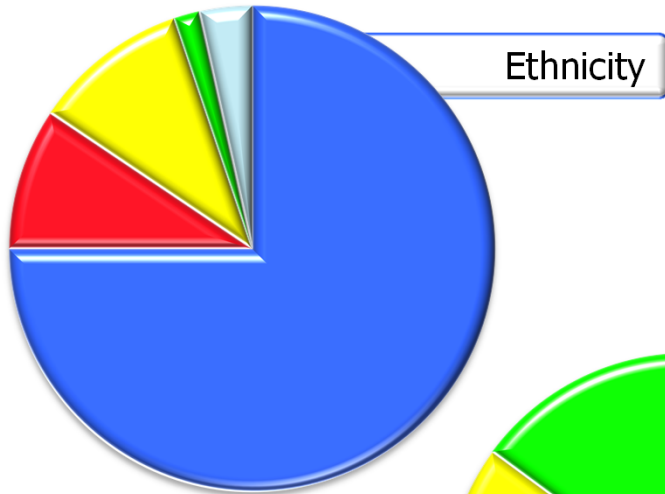
Age

● 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)