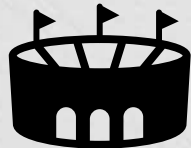




THE VOICE OF NASCAR

# 2023 NASCAR Key Performance Indicators



- Twelve sell-outs, 50% increase over 2022
- Huge successes at new race venues...Chicago Street Course & North Wilkesboro



- Number One Television Viewership of all forms of motorsports (IndyCar, F1, NHRA)
- Continued success of the NextGen car and continued safety advances



- Most diverse set of owners in the history of the sport (Michael Jordan, Pitbull, Emmitt Smith, Brad Daughtry, Floyd Mayweather Jr.)

# NASCAR DELIVERS THE **MOST RECOGNIZED** PARTNERSHIPS IN SPORTS

INCLUDING THE TOP 2

#1 **GOODYEAR**

#2 *Coca-Cola*

## AND 6 OF THE TOP 15

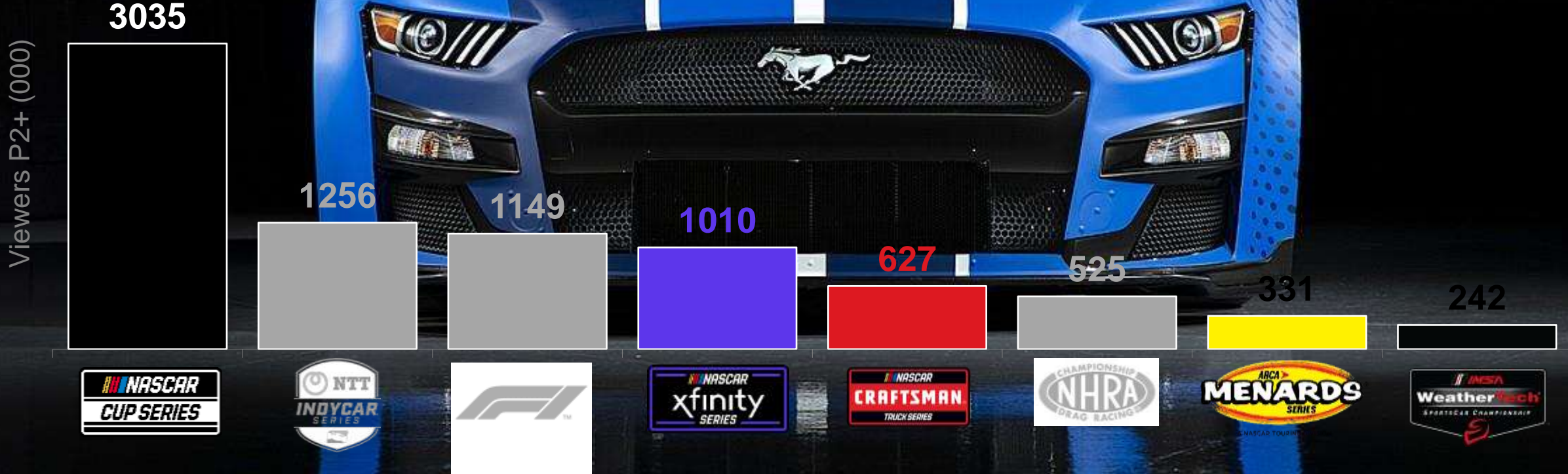
SOURCE: MARKETCAST FEBRUARY 2023



# Motorsports Landscape on Television in the U.S.

**KEY INSIGHT:** When it comes to the average number of viewers tuned in per minute per event across the 2022 season, the NASCAR Cup Series had 3.0 million viewers, the NASCAR Xfinity Series had 1.0 million viewers, the NASCAR Camping World Truck Series had 627,000 viewers, and the IMSA WeatherTech SportsCar Championship had 242,000 viewers.

Average Number of Viewers in the U.S. Tuned in Per Minute Per Event Across Entire Season



Source: The Nielsen Company, Nielsen National TV View. Based on Live + Same Day data stream. Ranked based on the number of Viewers (P2+) tuned in. Results reflect the following completed full seasons: NCS (2022), IndyCar (2022), F1 (2022), NXS (2022), NCWTS (2022), NHRA (2022), ARCA Menards Series (2022), and IMSA WeatherTech Sports Car Championship (2022). NASCAR national series results include the Playoffs.



# MRN'S UNRIVALED ACCESS



**5.1 MILLION**  
AVG. QUARTER HOUR AUDIENCE ON MRN



**4.2 MILLION**  
AVG. QUARTER HOUR AUDIENCE ON MRN



**3.3 MILLION**  
AVG. QUARTER HOUR AUDIENCE ON MRN

## Affiliation Has Its Rewards

**MRN**  
THE VOICE OF NASCAR



With over 5.1 Million listeners, you will be in good company joining over 320 affiliate stations airing every NASCAR Cup Series race broadcast and a total of 500 stations on the Motor Racing Network. Integrating your brand with MRN can drive revenue and open doors to new business.

MRN's veteran personalities are embedded within the sport and have unrivaled access to top drivers and stakeholders in the sport every week. Your affiliation ensures award winning coverage not found anywhere else.

# NASCAR Radio Listeners

62%  
Male



38%  
Female



Approximately



18-44 Years Old

More than



2 OUT OF 5  
Households  
with Children



\$86,000  
Average  
Household Income

Nearly



2 OUT OF 3

Homeowners

Nearly



1 OUT OF 2  
Some College  
or Beyond



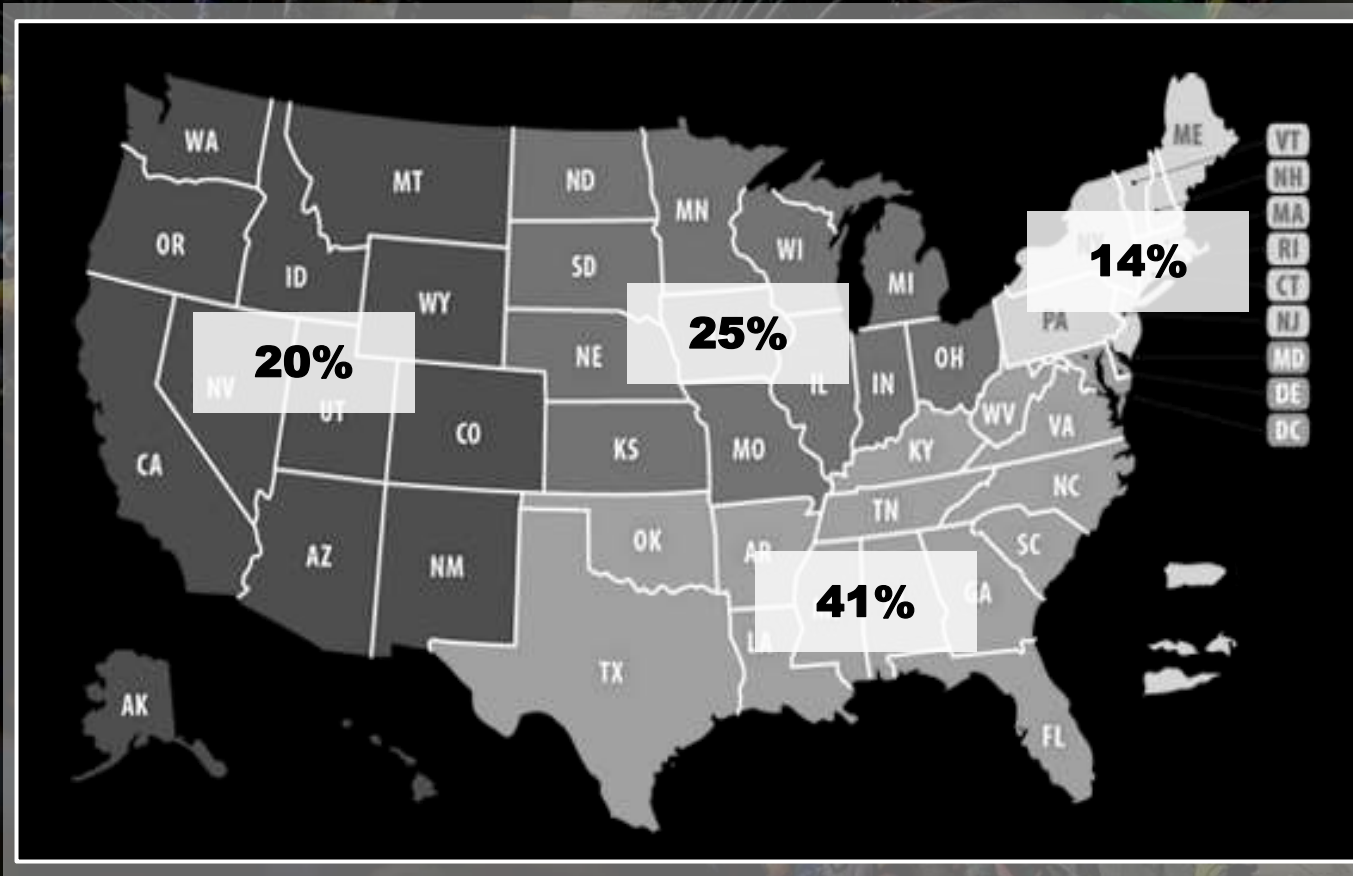
31%  
Multicultural



# NASCAR FANS ARE FOUND NATIONWIDE

## TOP MARKETS BY SIZE OF NASCAR FAN BASE

1. Los Angeles
2. New York
3. Chicago
4. Atlanta
5. Dallas
6. Orlando
7. Indianapolis
8. Philadelphia
9. Tampa
10. Phoenix
11. Washington, D.C.
12. Houston
13. San Francisco
14. Charlotte
15. Detroit
16. Seattle
17. Minneapolis
18. Sacramento
19. Boston
20. Miami

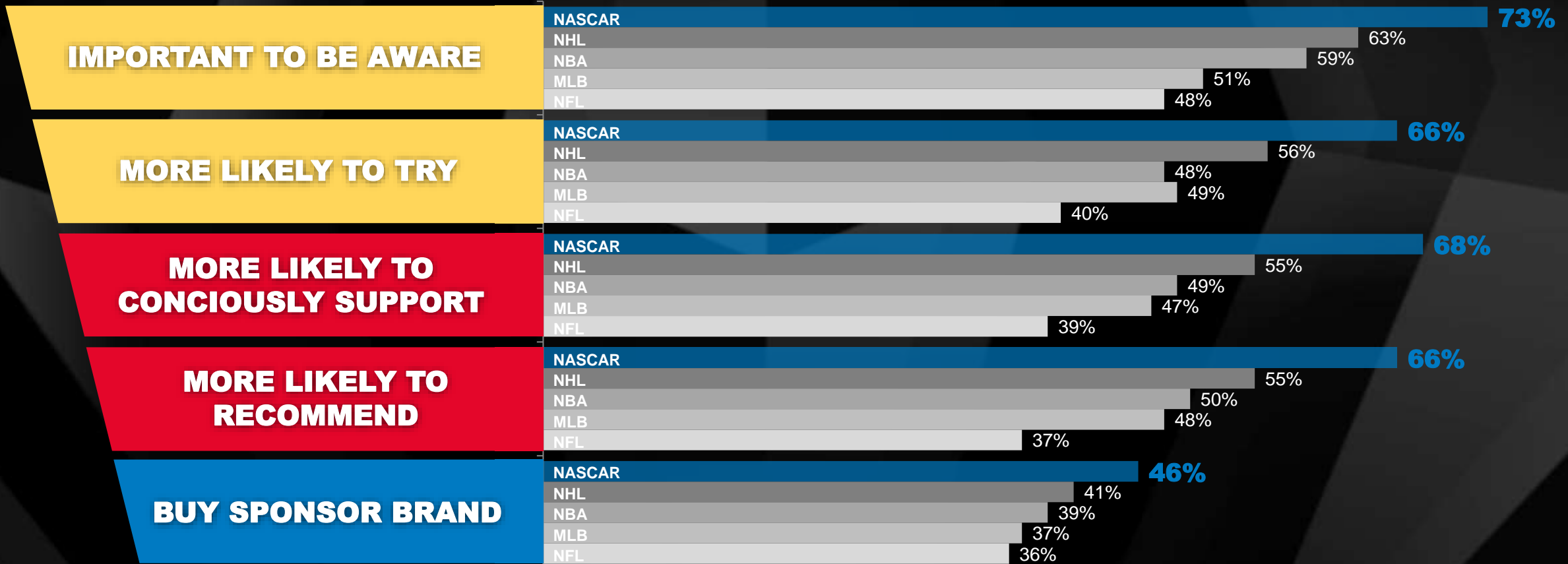


## TOP MARKETS BY CONCENTRATION OF NASCAR FANS (ALL 25%+)

1. Indianapolis
2. Greensboro
3. Roanoke
4. Dayton
5. Jacksonville
6. Memphis
7. Charlotte
8. Harrisburg
9. Richmond
10. Mobile
11. Knoxville
12. Toledo
13. Grand Rapids
14. Louisville
15. Buffalo
16. Tulsa
17. Albany
18. Flint
19. Charleston (WV)
20. Orlando

# #1 IN BRAND LOYALTY

FANS SUPPORT NASCAR SPONSORS THROUGHOUT THE PURCHASE FUNNEL



# Defeating Objections

**Q:** Aren't NASCAR fans just a bunch of Rednecks?

**A:** Just over 23% of NASCAR fans earn over \$75,000 annually with another 12% that earn over \$100,000 a year. The average NASCAR fan has a household income of \$86,000. That's purchasing power!

**Q:** Isn't NASCAR a Southern sport?

**A:** NASCAR has a national footprint. It's fan base mirrors the population of the US where the largest percentage of population lives in the South (39%). 59% of NASCAR fans live outside the Southeast. Watkins Glen International which is closer to Canada than Charlotte celebrated its eighth consecutive sellout in 2023.

**Q:** Don't NASCAR fans watch the races on TV?

**A:** In 2023, eighteen of thirty-nine (18 of 39) races are scheduled to be broadcast on satellite or cable only networks FS1 & USA. Channels that fans may or may not receive in their home. 39 races spread over 4 networks, it's confusing week to week, even for a die-hard fan. However, the races are in the same place every week on my station.

# Defeating Objections

**Q:** Where's the value in a NASCAR fan for my business?

**A:** Four of Forbes Top 10 Most Valuable Brands use NASCAR to market their products. One in four Fortune 500 companies in America also use NASCAR, making it the #1 sport in marketing participation. These companies spend millions on marketing to NASCAR fans.

**Q:** Why would anyone listen to NASCAR on the radio?

**A:** NASCAR fans bring their sport with them. 31% of all NASCAR fans claim they follow their sport on the radio. The season is 10 months long. Most people don't have the time to set aside 4+ hours every week in front of the television. Almost half of at-home radio listeners to NASCAR are watching TV, but with the sound turned down.

**Q:** Aren't all NASCAR fans men?

**A:** Many NASCAR fans are men (62%), but NASCAR has the highest percentage of fans who are women, more than any other sport (38%).

# Defeating Objections

**Q:** Aren't NASCAR fans too old for my business?

**A:** Almost 50% of all NASCAR fans are aged 25-54, the highest earning potential years of a person's life and radio's favorite demo.

**Q:** Don't people listen to radio during the week? NASCAR races are on the weekends.

**A:** NASCAR fans bring their sport with them. 31% of all NASCAR fans claim they follow their sport on the radio. Nielsen recently released radio listening data that shows weekend listening in most demos mirrors listenership in afternoon drive .

**Q:** Why should I advertise on your NASCAR broadcasts when none of my competitors are?

**A:** If the demos of NASCAR match up and the idea aligns with your marketing plan, why wouldn't you want a conduit to this loyal and sponsor friendly audience.

# 2024 MRN Live Race Broadcast Schedule

Over 300 hours of live event coverage



2/4 The Clash at the LA Coliseum  
 2/15 The Duel at Daytona  
 2/18 DAYTONA 500  
 3/10 Phoenix Raceway  
 3/31 Richmond Raceway  
 4/7 Martinsville Speedway  
 4/21 Talladega Superspeedway  
 5/5 Kansas Speedway  
 5/12 Darlington Raceway  
 5/19 All-Star (North Wilkesboro)  
 6/2 WWT Raceway (St. Louis)  
 6/16 Iowa Speedway  
 7/7 Chicago Street Course  
 7/14 Pocono Raceway  
 8/11 Richmond Raceway  
 8/18 Michigan International Speedway  
 8/24 Daytona International Speedway  
 9/1 Darlington Raceway  
 9/15 Watkins Glen International  
 9/29 Kansas Speedway  
 10/6 Talladega Superspeedway  
 10/27 Homestead-Miami Speedway  
 11/3 Martinsville Speedway  
 11/10 Phoenix Raceway

2/17 Daytona International Speedway  
 3/9 Phoenix Raceway  
 3/30 Richmond Raceway  
 4/6 Martinsville Speedway  
 4/20 Talladega Superspeedway  
 5/11 Darlington Raceway  
 6/1 Portland International Raceway  
 6/15 Iowa Speedway  
 7/6 Chicago Street Course  
 7/13 Pocono Raceway  
 8/17 Michigan International Speedway  
 8/23 Daytona International Speedway  
 8/31 Darlington Raceway  
 9/14 Watkins Glen International  
 9/28 Kansas Speedway  
 10/5 Talladega Superspeedway  
 10/26 Homestead-Miami Speedway  
 11/2 Martinsville Speedway  
 11/9 Phoenix Raceway

2/16 Daytona International Speedway  
 2/24 Atlanta Motor Speedway  
 3/1 Las Vegas Motor Speedway  
 3/16 Bristol Motor Speedway  
 3/23 Circuit of the Americas (COTA)  
 4/5 Martinsville Speedway  
 4/12 Texas Motor Speedway  
 5/4 Kansas Speedway  
 5/10 Darlington Raceway  
 5/18 North Wilkesboro  
 5/24 Charlotte Motor Speedway  
 6/1 WWT Raceway (St. Louis)  
 6/28 Nashville Superspeedway  
 7/12 Pocono Raceway  
 7/19 Lucas Oil Raceway (Indianapolis)  
 8/10 Richmond Raceway  
 8/25 Milwaukee Mile  
 9/19 Bristol Motor Speedway  
 9/27 Kansas Speedway  
 10/4 Talladega Superspeedway  
 10/26 Homestead-Miami Speedway  
 11/1 Martinsville Speedway  
 11/8 Phoenix Raceway

2/17 Daytona International Speedway  
 3/8 Phoenix Raceway  
 4/20 Talladega Superspeedway  
 5/4 Kansas Speedway  
 5/24 Charlotte Motor Speedway  
 6/14 Iowa Speedway  
 7/19 Lucas Oil Raceway (Indianapolis)  
 8/16 Michigan International Speedway  
 9/13 Watkins Glen International  
 9/19 Bristol Motor Speedway  
 9/27 Kansas Speedway  
 11/8 Phoenix Raceway (ARCA West)



3/29 Whelen Modified Tour - Richmond  
 9/28 NASCAR Late Model Series - Martinsville



# MRN ESSENTIAL PROGRAMMING



Devoted exclusively to NASCAR, this one-hour magazine show is hosted by Mike Bagley, Tuesday nights at 7:00 PM, and features in-depth NASCAR news and exclusive interviews with the stars of the sport (52 weeks)



Two-minute daily newscasts that air in morning and afternoon drive featuring the latest information from NASCAR including race results, driver insight, and breaking news (52 weeks)



Two-minute recap every Monday during the NASCAR season that gives highlights of the weekend's events with driver audio and highlights from the winning teams (seasonal)



Recalling the glory days of Petty, Pearson, and Parsons and drawing from over 50 years of audio archives, MRN Classic Races will bring your listeners back to when they first started following the sport (52 Weeks)

# 2023 MRN PARTNERS



TOYOTA



# NASCAR OFFICIAL LEAGUE PARTNERS



## PREMIER PARTNERS



# HOT PROSPECTS

NASCAR has always been a suburban and rural sport. There is a cultural difference between more metropolitan and more rural areas. The “Blue Collar” nature of the NASCAR fan bodes well for stations located outside major metropolitan areas and for clients catering to a “Blue Collar” lifestyle.

- Automotive
  - Auto Parts (new & used)
  - Auto Body
  - Auto Glass & Transmission Shops
- Big Boy Toys
  - Boats, ATVs & Motorcycles
  - Snowmobiles & Personal Watercraft
- Outdoors
  - Hunting
  - Fishing
  - Camping
- Home & Garden
  - Lawn Equipment
  - Compact Tractors
  - Power Equipment
- Home Improvement
  - Paint Stores
- Jewelry & Florists



# Legends Package (Limit 4)

- Four (4) – thirty second (:30) commercials in each race broadcast
- Weekly Hour-long sponsorship of race coverage with six (6) ten second (:10) sponsor billboards
- Rotating schedule of sponsorship of NASCAR TODAY daily at 4:45pm
- 120 – thirty second (:30) commercials each month to air Mon-Sat 6am -7pm
- Company Logo & website link on our NASCAR information web page
- Sponsor mention included in four (4) weekly social media pushes
- Included in forty (40) sixty second (:60) recorded promotional announcements and forty (40) “LIVE” promotional announcements each month



**YOUR MONTHLY INVESTMENT: \$3,000**  
(billed February – January)

# Champions Package (Limit 6)

- Three (3) thirty second (:30) commercials per race
- One (1) thirty second (:30) commercial each week in NASCAR LIVE
- 80 – thirty second (:30) commercials each month to air Mon-Sat 6am -12 Midnight
- Company Logo & Link on our NASCAR web page
- Included in sponsor rotation of numerous sixty second (:60) recorded & “LIVE” promotional announcements each month

**YOUR MONTHLY INVESTMENT: \$2,000**  
(billed February – January)



# Rookie Package (Limit 8)

- Two (2) – thirty second (:30) commercials in each race broadcast
- 40 – thirty second (:30) commercials each month to air Mon-Sat 6am – Midnight
- Company Logo & Link on our NASCAR web page
- Included in numerous “LIVE” promotional announcements each month

**YOUR MONTHLY INVESTMENT: \$1,000**  
(billed February – January)





**MRN**<sup>®</sup>  
**MOTOR RACING NETWORK**

**Bob Quick**

**[bquick@mrn.com](mailto:bquick@mrn.com)**

**704-262-6713**