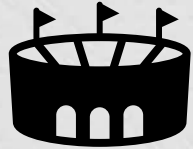




THE VOICE OF NASCAR

2025 NASCAR Key

Performance Indicators



- 12 Sell-Outs in 2025, highlights include Coke 600, Pocono, Richmond, World Wide Technology in St. Louis, Talladega with Phoenix and Watkins Glen on multiple year sell-out streaks.



- Huge successes...the addition of Prime Video, TNT/Discovery, and The CW as new television partners drew rave reviews from media and fans

- The CW network coverage of the NASCAR Xfinity Series drew an average of 1 million viewers each week. The best viewership for that series since 2017.

- New official partnerships from O'Reilly Auto Parts, Freeway Insurance, Anduril, Jose Cuervo, RAM, Suburban Propane, and other key partnerships.



300 MILLION

LISTENERS OVER 52 WEEKS

Approximately 500

AFFILIATE RADIO STATIONS NATIONWIDE

68

NASCAR
BROADCASTS



24 RACES



19 RACES



25 RACES

AVG. QUARTER HOUR AUDIENCE



4.8 MILLION



4.1 MILLION



3.1 MILLION



306,000 +

PAGE LIKES & FOLLOWERS



23.3 MILLION

SOCIAL IMPRESSIONS
PER RACE



73%

MORE LIKELY

TO CHANGE
THE STATION
DURING COMMERCIALS
WHILE LISTENING
TO MUSIC
THAN A RACE

1 IN 3

RACE FANS

FOLLOW
NASCAR
ON RADIO

NASCAR
RADIO
LISTENERS

26%

MORE LIKELY
TO SUPPORT
NASCAR SPONSORS
OVER SPONSORS OF OTHER SPORTS

22%

MORE LIKELY
TO PARTICIPATE IN
NASCAR SPONSOR
PROMOTIONS

NASCAR Audio Listeners

62% Male
38% Female



18-44 Years Old



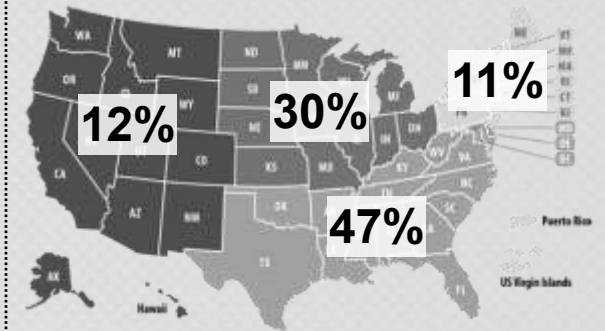
2 OUT OF 5

Households with Children



\$86,000
Average Household Income

Geographic Distribution



Nearly



2 OUT OF 3

Homeowners

Nearly



1 OUT OF 2

Some College or Beyond



31%

Multicultural

Top 5 NASCAR Markets

(by number of people interested in the sport)

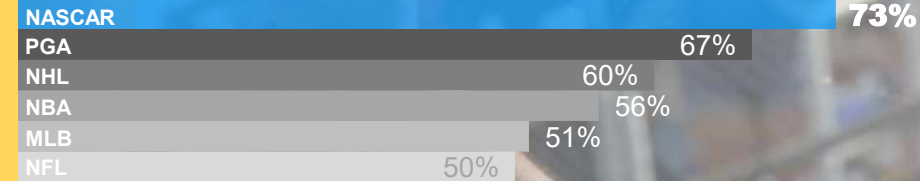
1. Los Angeles
2. Indianapolis
3. Dallas
4. Washington, D.C.
5. Detroit



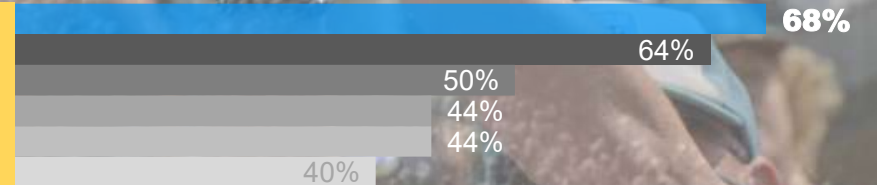
THE #1 SPORT IN BRAND LOYALTY

(AMONG MAJOR US SPORTS)

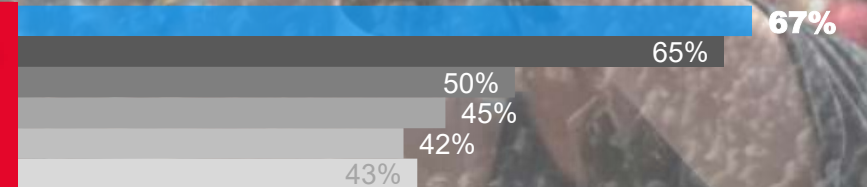
IMPORTANT TO BE AWARE



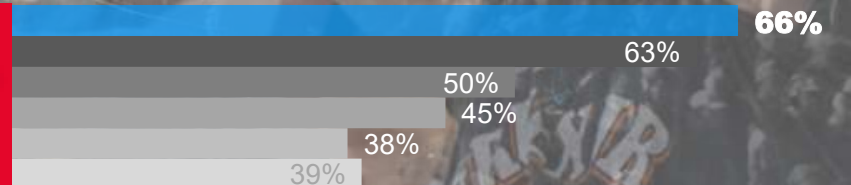
MORE LIKELY TO TRY



MORE LIKELY TO CONSCIOUSLY SUPPORT



MORE LIKELY TO RECOMMEND



Q: Are you more or less likely to [INSERT LOYALTY METRIC] a product / service if that product / service is an official sponsor of [INSERT SPORT]? Source: MarketCast (formerly Turnkey Intelligence), results published in SBJ, n=400 for each sport's entire study. Note: Data reflects latest results for each sports property as of February 2024.

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 (47%). 53% of NASCAR fans live outside the Southeast. Watkins Glen International which is closer to Canada than Charlotte celebrated its ninth consecutive sellout in 2024.

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

A: In 2026, only ten of thirty-eight races are scheduled to be broadcast Fox or NBC, the rest on satellite or cable only networks FS1, USA & TNT plus streamer Prime Video. It's confusing week to week, even for a die-hard fan. Some fans may not even have those services. 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 too, 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.

2026 MRN Live Race Broadcast Schedule



2/1 The Clash at Bowman Gray Stadium
 2/12 The Duel
 2/15 DAYTONA 500
 3/8 Phoenix Raceway
 3/22 Darlington Raceway
 3/29 Martinsville Speedway
 4/19 Kansas Speedway
 4/26 Talladega Superspeedway
 5/10 Watkins Glen International
 5/17 All-Star Race (Dover Motor Speedway)
 6/7 Michigan International Speedway
 6/14 Pocono Raceway
 6/21 Naval Base Coronado (San Diego)
 7/5 Chicagoland Speedway
 8/9 Iowa Speedway
 8/15 Richmond Raceway
 8/29 Daytona International Speedway
 9/6 *Darlington Raceway
 9/13 *World Wide Technology Raceway
 9/27 *Kansas Speedway
 10/18 *Phoenix Raceway
 10/25 *Talladega Superspeedway
 11/1 *Martinsville Speedway
 11/8 *Homestead-Miami (Championship)

2/14 Daytona International Speedway
 3/7 Phoenix Raceway
 3/21 Darlington Raceway
 3/28 Martinsville Speedway
 4/4 Rockingham Speedway
 4/18 Kansas Speedway
 4/25 Talladega Superspeedway
 5/9 Watkins Glen International
 6/13 Pocono Raceway
 6/20 Naval Base Coronado (San Diego)
 7/4 Chicagoland Speedway
 8/8 Iowa Speedway
 8/28 Daytona International Speedway
 9/5 Darlington Raceway
 9/12 World Wide Technology Raceway
 10/17 *Phoenix Raceway
 10/24 *Talladega Superspeedway
 10/31 *Martinsville Speedway
 11/7 *Homestead-Miami (Championship)

2/13 Daytona International Speedway
 2/21 EchoPark Speedway (Atlanta)
 2/28 St. Petersburg, FL (with IndyCar)
 3/20 Darlington Raceway
 4/3 Rockingham Speedway
 4/10 Bristol Motor Speedway
 5/1 Texas Motor Speedway
 5/8 Watkins Glen International
 5/15 Dover Motor Speedway
 5/22 Charlotte Motor Speedway
 5/29 Nashville Superspeedway
 6/6 Michigan International Speedway
 6/19 Naval Base Coronado (San Diego)
 7/11 Lime Rock Park
 7/18 North Wilkesboro Speedway
 7/24 Lucas Oil Raceway (Indianapolis)
 8/14 Richmond Raceway
 8/22 New Hampshire Motor Speedway
 9/17 *Bristol Motor Speedway
 9/26 *Kansas Speedway
 10/3 *Charlotte Motor Speedway
 10/16 *Phoenix Raceway
 10/23 *Talladega Superspeedway
 11/1 *Martinsville Speedway
 11/6 *Homestead-Miami (Championship)

2/14 Daytona International Speedway
 4/4 Rockingham Speedway
 4/18 Kansas Speedway
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 5/8 Watkins Glen International
 6/5 Michigan International Speedway
 6/12 Pocono Raceway
 7/3 Chicagoland Speedway
 7/10 Lime Rock Park
 7/24 Lucas Oil Indianapolis Raceway Park
 8/7 Iowa Speedway
 9/25 Kansas Speedway
 10/17 Phoenix Raceway

*Playoff Races



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)

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



2025 MRN PARTNERS



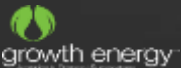
TOYOTA



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[®]
MOTOR RACING NETWORK

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