

2017 **NASCAR** TRACKSIDE SAMPLING PROGRAM



Getting your product in the hands of the fans.

In 2017, more than 200,000 NASCAR Pole Position partner products will be distributed to appreciative NASCAR fans.

www.polepositionmag.com/sampling

Thousands of brand-loyal race fans will fuel up with free products before each race at our *NASCAR Pole Position* Tracking Sampling Booth

- The fans start lining up early outside the booth to receive their own “goody bag” full of products, coupons, and literature from *NASCAR Pole Position* partners.

- This is a great opportunity to get your product, coupons or literature in the hands of avid NASCAR fans at the track.
- There are 4 sampling events in 2017: Bristol in March, Charlotte in May, Darlington in September and Dover in October.



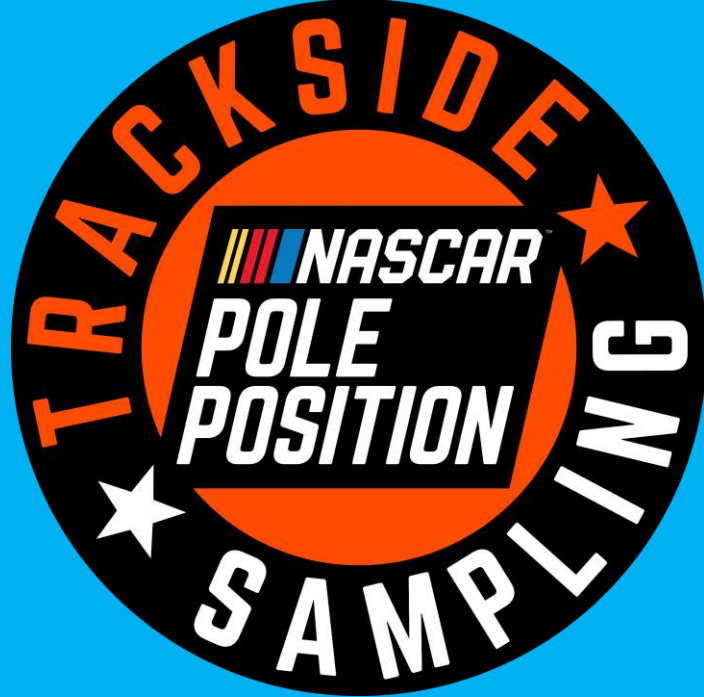
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View the full 2017 media kit at www.polepositionmag.com/2017-media-kit



GREAT FANS DESERVE GREAT PRODUCTS





4-PACK TRACKSIDE
 SAMPLING PROGRAM
 MARCH | BRISTOL
 MAY | CHARLOTTE
 SEPTEMBER | DARLINGTON
 OCTOBER | DOVER

PAST TRACKSIDE SAMPLING PARTNERS



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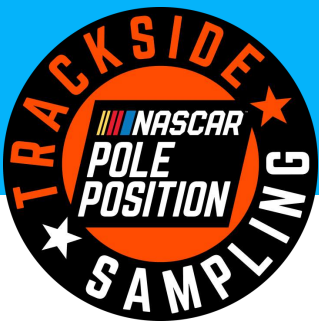


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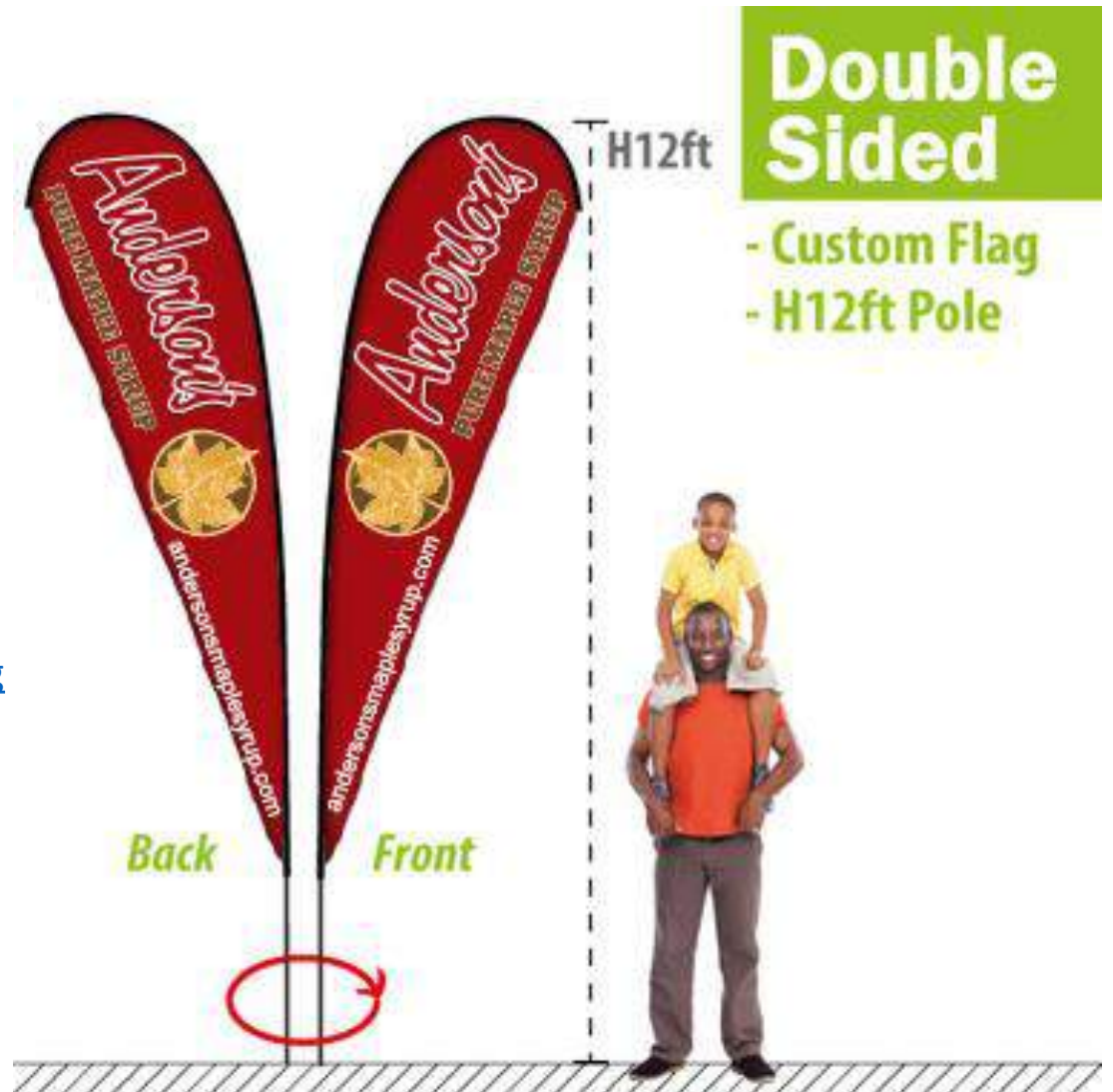


NASCAR TRACKSIDE SAMPLING PROGRAM | Banner Presence

NASCAR Pole Position's Trackside Sampling program provides partners with a unique opportunity to receive a 12-foot brand-specific banner.

Your 12-foot banner will be displayed on site for entire NASCAR weekend, creating unique exposure for your brand or product to the thousands of fans attending the race.

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NASCAR TRACKSIDE SAMPLING PROGRAM | Bag Sponsorship

NASCAR Pole Position’s Trakside Sampling program provides partners with a unique opportunity to place their product or service in the “hands of NASCAR Fans”.

The **Trakside Sampling Bag Sponsorship** allows one partner with a unique marketing opportunity by converting thousands of NASCAR fans into “walking billboards” for its brand.

The Bag Sponsorship places one partner on the official sampling bag – the same bag all free samples are placed during the weekend’s sampling activation.



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