

# **NASCAR**™

## 2020 CHARLOTTE RACE WEEKEND



**LOCAL AND REGIONAL  
SALES & MARKETING  
OPPORTUNITIES**



 **POLE POSITION**

**ROAR!** weekly  
race  
magazine

**OUT**  
of the  
**GROOVE**  YouTube



PRINT + DIGITAL + CAR SPONSORSHIP + TICKETS + PIT PASSES + HOSPITALITY + TRACK SAMPLING & ACTIVATION

## We want to connect your business with brand-loyal NASCAR fans in your community!

We offer single race marketing programs that are **cost-effective, budget-friendly, customizable** and **right-sized** for any company to participate.

### Our unique marketing programs include:

Premium Position Print Advertising

YouTube, Twitter + Digital Advertising

Race Tickets

Pit Passes

Hospitality

Trackside Sampling\*



### **FACT**

NASCAR is the No. 1 sport in terms of brand loyalty. Fans are three times as likely as non-fans to try and purchase sponsors' products and services.

The NASCAR Pole Position team can build a marketing program that will work for any size company.



## **SUPER FANS, SUPER SUPPORT**

NASCAR has a higher percentage of its total fan base willing to try sponsors' products and services than other sports leagues.



## **A COST-EFFECTIVE OPPORTUNITY FOR ANY SIZE COMPANY**

There are marketing packages for businesses of all sizes. No company is too small to get involved in NASCAR.



## **PARTNERSHIPS WORK**

Working with NASCAR Pole Position enables you to connect your company to the NASCAR brand and its brand-loyal legion of followers.



## **MARKETING SOLUTIONS**

NASCAR Pole Position offers both print and digital opportunities for your company to reach new customers.



## **UNLOCK A UNIQUE TRACK EXPERIENCE**

NASCAR Pole Position can offer your company race tickets and pit passes as well as other hospitality options.





<b>COMPOSITION</b>	Full-color throughout
<b>TRIM SIZE</b>	8 3/8" x 10 7/8"
<b>STOCK</b>	8pt. Gloss Cover; 70# Gloss Text
<b>BINDING</b>	Perfect Bound
<b>COVER</b>	UV Coated
<b>CONTENT &amp; DESIGN</b>	The magazine is packed with the latest driver profiles, NASCAR features, news and information. <i>NASCAR Pole Position</i> is not only a must read for both the casual and diehard NASCAR fan, but also a collector's item that is kept for years to come.
<b>READERSHIP</b>	80,000 exclusively in your marketing area
<b>DISTRIBUTION</b>	Distributed complimentary at select area retailers starting two weeks prior to the race.



**DIGITAL EDITION**  
 View a digital edition of *NASCAR Pole Position*  
[www.polepositionmag.com/digital](http://www.polepositionmag.com/digital)

**ROAR! IS FOR NASCAR FANS**  
**100% FREE**

**MAGAZINE-STYLE CONTENT FOR YOUR DESKTOP OR MOBILE DEVICE**

**PREVIEWS**

**MAKING A PLAYOFF PUSH UNDER THE LIGHTS**  
NASCAR'S 100TH ANNIVERSARY STOKES RACE FOR ALL THE EXCITEMENT

BY JARED TURNER

After 14 years as host to the final race of the regular season for NASCAR's premier series, Darlington Raceway officially moves into its new slot this weekend as the 100th annual race is held on the middle race in the Monster Energy NASCAR Cup Series Round of 12.

As is typical for the fall at Darlington, however, the event will be held under the

The night racing will be a welcome change of pace to the grandstand of Darlington and the excitement of drama and intensity.

While Saturday night's 100th annual race will be a high stakes affair for a good number of the 36 championship contenders, one driver who has nothing to lose is Brad Keselowski, who with a victory last weekend at Las Vegas punched an automatic ticket to the Round of 12.

Keselowski's concern this weekend is not qualifying, which is the next playoff round, but, rather, rather sweeping and building on

**COMMENTARY**

**RUSTY WALLACE CASTS UNIQUE SHADOW ON BRAD KESSELOWSKI'S DARLINGTON WIN**

BY JARED TURNER

One of the most recent moments of the Darlington race weekend occurred late Sunday night after the race when NASCAR Hall of Famer Rusty Wallace - having just wrapped up his duties as an in-car announcer for Motor Racing Network - paid a visit to Victory Lane to celebrate with his former team and driver Brad Keselowski. Wallace, who drove for Team Penske from 1990 through his final season of 2005, never managed to win in his 48 starts at Darlington Raceway. So seeing Keselowski do it - with Wallace's old car number and while sporting one of Wallace's old paint schemes - was understandably pleasing to the 1995 champion at NASCAR's premier

series. Keselowski, for his part, was thrilled to share the spotlight with the man who brought the No. 2 car to prominence some four decades ago. "It's a legend in the sport, he's a hall of famer, so you can't deny what he's done for our sport," Keselowski said. "And it's great to be able to honor him, and the best way to honor him is to make the car run good and to win the race, and that just happens. It's going to make that even more immortal than it is already. So that's very special. I don't know what we're going to do with this car, but I hope they'll have it together and park it somewhere special. It would be a really cool gift for Rusty and his family if we can do that." Great idea, Brad.

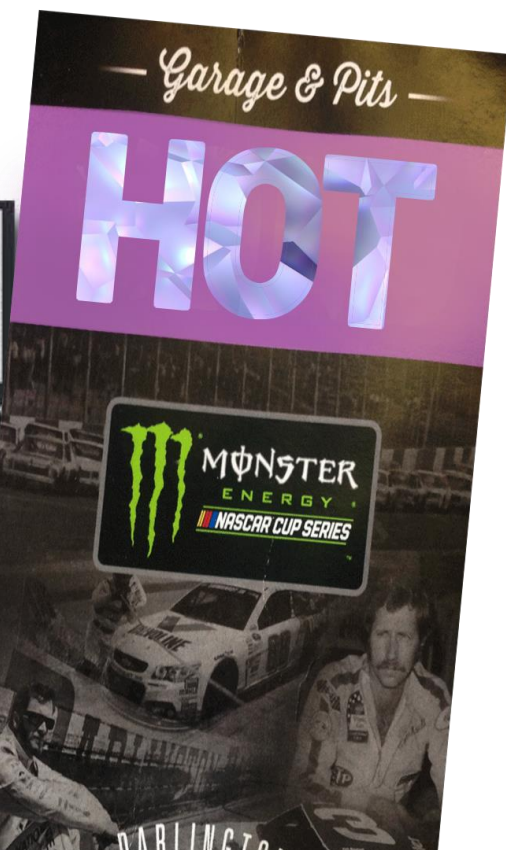
**QUICK TO NASCAR FOR WAITING OUT THE WEATHER**

Sunday's race started about an hour later than scheduled due to lightning in the Darlington area. As tempting as it might have been to stop the green flag with the track being dry, NASCAR decided by playing it safe and making sure all lightning - something far more dangerous than rain - had cleared.

<b>COMPOSITION</b>	Full-color throughout
<b>PAGE COUNT</b>	50 pages
<b>PLATFORM</b>	Desktop, Mobile
<b>DIGITAL REACH</b>	Available twice weekly during the season to 90,000 NASCAR fans
<b>ADVERTISING</b>	Static, video and interactive; single page, and editorial opportunities available
<b>CONTENT &amp; DESIGN</b>	Features the latest news for the upcoming race weekend. ROAR! has become a must-read for the NASCAR fan.
<b>DISTRIBUTION DATE</b>	Distributed on Monday and Thursday each week during the season.

NASCAR Pole Position offers partners the opportunity to experience the race in a unique way. In addition to tickets, race weekend pit passes allow pass-holders access to the garage area before during race weekend and allow unprecedented access to the drivers.

## Race Tickets



## Race Tickets and Pit Passes can be used for:

- Private Use
- Employee Appreciation
- Customer Development
- Contests & Giveaways

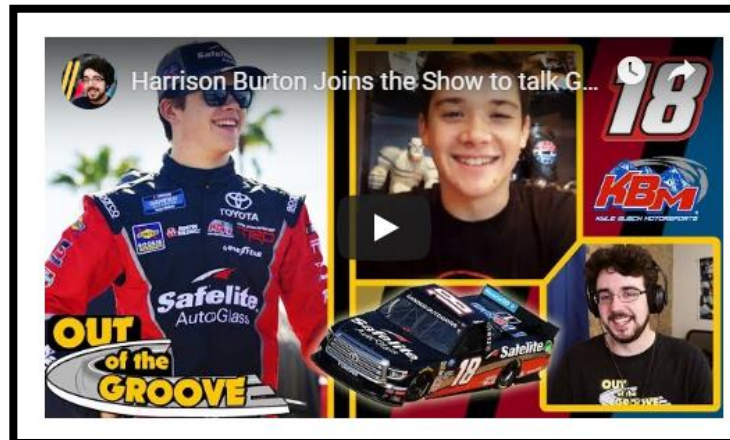
## Garage & Pit Passes

The #1 NASCAR content creator on YouTube, Eric Estepp hosts OUT OF THE GROOVE, a twice weekly talk show covering news and trending topics in the NASCAR fan community. As the top creator in the community, Eric is a major driver of the sport's online conversation each week. His content is exclusively provided by Pole Position.

- Coverage includes NASCAR Cup Series, Xfinity Series, Gander Outdoors Trucks, ARCA-K&N
- New episodes appear twice weekly

**LEARN MORE IN THE ENGINE ROOM >>>**

Program Overview | [link](#)  
 Case Study: Permatex | [link](#)  
 The Modern NASCAR Fan | [link](#)



**Sharable & Actionable Native Content Opportunities**

- Native Video Segment
- Custom Video Episode
- On-Air Availability
- Product Placement
- Social Contests



Watch an Episode of Out of the Groove  
<https://www.youtube.com/user/DoubleEduD>

**BY THE NUMBERS**

**95,000**  
Subscribers

**1 Million+**  
Monthly Social Impressions

**750,000**  
Monthly Views



**TRACKSIDE  
SAMPLING**

## EVENT ACTIVATION | Your brand in the hands of the fans

**In 2020, more than 225,000 partner products will be distributed to eager NASCAR fans.**

- Thousands of brand-loyal race fans will fuel up with free products before each race at our Trackside Sampling Booth.
- The fans start lining up early outside the booth to receive their own “goody bag” full of products, coupons, and literature from our partners.

**LEARN MORE HERE >>>**

Overview of the program | [link](#)  
 YouTube Tent Takeover | [link](#)  
 Secrets to a Sampling Bag | [link](#)



**In 2020, sampling events will take place at the following tracks during Cup Series weekends:**

**February** | Daytona International Speedway  
**May** | Charlotte Motor Speedway  
**June** | Pocono Raceway  
**September** | Darlington Raceway  
**October** | Talladega Superspeedway





## Charlotte Motor Speedway | NASCAR Race Weekend | May 22-24, 2020



### NASCAR Pole Position Magazine

Material Date April 3

Distribution Date May 15

Available at:



### ROAR! Weekly Race Magazine | YouTube-Out of the Groove

Material Date May 14

Distribution Date May 21, 25

Available to/at: ROAR! Magazine subscribers, online at [www.polepositionmag.com](http://www.polepositionmag.com); on YouTube

ROAR! and Out of the Groove are viewable on mobile and desktop devices.

Formed in 2005, A.E. Engine provides publishing, marketing and production services to companies and associations across the country.

Based in Tampa, Florida, A.E. Engine conceives, develops and executes print, digital and event strategies for its partners at the professional, collegiate and scholastic level.

A.E. Engine is longest standing NASCAR publishing licensee and the only publisher to deliver magazine that is distributed season long. *NASCAR Pole Position* is a nationally-distributed magazine distributed in all 23 NASCAR Series race markets, and published 36 times per year.

Other A.E. Engine partners include Celebrity Golf Tournaments, US Youth Soccer and more than 100 Fortune 1000 companies. A.E. Engine also owns and operates a youth sports property -- Friday Night Football (FNF) -- and has a rapidly-growing custom publishing unit.

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