



SOCIAL + DIGITAL + PRINT + CAR SPONSORSHIP + HOSPITALITY + SAMPLING + TRACK ACTIVATION

MOTORSPORTS CONTENT MARKETING

 **NASCAR**
*POLE*POSITION



FUELED BY  **NASCAR**
*POLE*POSITION

NASCAR Delivers Marketing Horsepower



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- ✓
- ✓
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Is the No. 1 sport in brand loyalty. Fans are **three times** as likely as non fans to try and purchase sponsors' products/services.

Is the No. 1 spectator sport **17 of the 20 most attended sporting events** in the U.S.

Has an average of over 120,000 spectators at each Cup event.

Is the No. 2 rated regular season sport on U.S. television.

Has more Fortune 500® companies rely on them to build their brands than any other sport.



DEMOGRAPHICS OF THE FAN BASE

Gender: 63% male / 37% female
Age: 45% of NASCAR fans are 18-44 (96 index vs. U.S. pop)
Income: 54% of NASCAR fans earn \$50,000+ (104 index vs. U.S. pop)
Family: 38% of NASCAR fans have children under the age of 18 (97 index vs. U.S. pop)
Geographic regions: NASCAR fans live in regions that mirror the U.S. population
Minorities: 1 out of 5 NASCAR fans is multicultural

NASCAR REFLECTS LIFE

NASCAR brings a series of emotional qualities to create a brand that resonates with fans:

Down-to-Earth	Admired
"Regular" People	Genuine
Honorable	Straight Up
Like a Big Family	





Social Media

Keep the conversation going online with a daily drum beat of sharable content and giveaways for fans



Driver Partnership Program

Single, Multi or Full Year Race Team car and truck partnerships can be scaled to size for any business.



NASCAR Pole Position

Our flagship publication provides premium, insider content covering all things NASCAR, including drivers, fans, esports pros, and influential personalities.



YouTube's

Out of the Groove

The most popular NASCAR content creator on YouTube, Eric Estep helps drive the weekly conversation around the sport.



Esports Tournament Development

In 2020, online racing took centerstage. Our Esports development team can create scaled online tournaments and special events.



Out of the Groove Podcast Network

Launching in 2021, the OOTG Podcast Network will be produce multiple shows on every major podcast platform.



Tie your campaign together across the full spectrum of media channels available for reaching the NASCAR audience.

NASCAR Trackside Sampling

Fans line up early to get their hands on the latest products from our partners, along with our signature complimentary totes



Race Hospitality

Create an exciting experience for customers and employees.



Out of the Groove Digital Viewers' Guide!

The viewer's guide for the modern NASCAR fan provides a weekly digital digest (for mobile and desktop readers) of the most important information, trends, and storylines.



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 A.E. Engine.

- Coverage includes NASCAR Cup Series, Xfinity Series, Camping World Trucks, ARCA
- New episodes appear five times weekly



Sharable & Actionable Native Content Opportunities

- Native Video Segment
- Custom Video Episode
- Product Placement
- Social Contests



LEARN MORE IN THE ENGINE ROOM >>>

Program Overview | [link](https://polepositionmag.com/ootg/) | <https://polepositionmag.com/ootg/>

Case Study: *Lionel Racing* | [link](https://ae-engine.com/lionel-racing-case-study/) | <https://ae-engine.com/lionel-racing-case-study/>

Client Success Metrics | [link](https://ae-engine.com/three-hidden-success-metrics-for-clients-on-out-of-the-groove/) | <https://ae-engine.com/three-hidden-success-metrics-for-clients-on-out-of-the-groove/>

BY THE NUMBERS

135,000
Subscribers

3.5
Million+
Monthly
Social
Impressions

1.5
Million+
Monthly
Views

DIGITAL MAGAZINE

Formerly titled ROAR!, the Out of the Groove Viewer's Guide is written for the modern NASCAR fan and provides a weekly digital digest (for mobile and desktop readers) of the most important information, trends, and storylines.



COMPOSITION	Full-color throughout
EDITIONS	48 (year-round)
PLATFORM	Desktop, Mobile
DIGITAL REACH	Published weekly; 120,000 subscribers
ADVERTISING	Static, video and interactive; single page, and editorial opportunities available
CONTENT & DESIGN	Features the latest news and previews for the upcoming race weekend.
DISTRIBUTION DATE	Fridays before each race weekend

VIEW THE LATEST ISSUE (formerly titled ROAR!) at www.polepositionmag.com/roar-archives/



PODCAST | Out of the Groove Podcast Network

The **Out of the Groove Podcast Network** features NASCAR-oriented podcasts from some of the sport’s top Social Media Influencer and Journalists.

Available on the premier podcast platforms in the world, the Out Of the Groove Podcast Network will produce weekly content that will provide partners with a unique opportunity to incorporate dynamic advertising throughout the entire week’s programming schedule.

FEATURED PODCASTS

The Out of the Groove Podcast Network debuts on January 11, 2021

A Lifetime in NASCAR features NASCAR historians Ben White and Aaron Burns taking a look at the current events of NASCAR through the lens of the past. Join these historians as they tackle the NASCAR timeline from an all-new perspective.

The **NASCAR Weekly Podcast** features YouTubers Eric Estep, Danny B, Jaret Lundberg, and Black Flags Matter every week talking about the top stories and issues in stock car racing. The show has guests from across the NASCAR world, including drivers, TV broadcasters, YouTubers, and even the occasional NASCAR exec!



