

NASCAR TRACKSIDE SAMPLING PROGRAM



Getting your product in the hands of the fans.

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.



TRACKSIDE SAMPLING PAST PARTNERS



PAST TRACKSIDE SAMPLING PARTNERS





NASCAR TRACKSIDE SAMPLING PROGRAM





NASCAR TRACKSIDE SAMPLING PROGRAM | Bag Sponsorship

NASCAR Pole Position's Trackside Sampling program provides partners with a unique opportunity to place their product or service in the "hands of NASCAR Fans".

The **Trackside 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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NASCAR TRACKSIDE SAMPLING PROGRAM | 12' Feather Banner

GET MAXIMUM EXPOSURE FOR YOUR BRAND AT THE NEXT NASCAR SAMPLING EVENT

Each banner will be displayed at the NASCAR Pole Position sampling area during sampling weekend.

These banners will boost your on-site exposure for the entire weekend for a fraction of the cost.

These banners are being provided at cost to our participating partners and will be utilized at our events and sent to the client upon completion of the event.



