



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

# MOTORSPORTS CONTENT MARKETING

 **POLE**POSITION



FUELED BY  **POLE**POSITION

## NASCAR Delivers Marketing Horsepower



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, with **17 of the 20 most attended sporting events** in the U.S.



Has an average of over 100,000 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.



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

**YouTube's**

**Out of the Groove**

The most popular NASCAR content creator on YouTube, Eric Estepp 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.



**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.



### PRINT MAGAZINE

Since 2005, *NASCAR Pole Position* – an officially licensed NASCAR publication – has been fan’s source for all things NASCAR providing readers with original content and information on their favorite drivers, teams and tracks.



COMPOSITION	Full-color throughout
TRIM SIZE	8 3/8" x 10 7/8"
STOCK	8pt. Gloss Cover; 70# Gloss Text
BINDING	Perfect Bound
COVER	UV Coated
CONTENT & DESIGN	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.
READERSHIP	2.8 million
DISTRIBUTION	Distributed complimentary at all 36 Cup series race weekends (23 markets) from February through November. Each edition is viewed by different fans each week of the season.
DIGITAL EDITION	View a past edition of <i>NASCAR Pole Position</i> at <a href="http://www.polepositionmag.com/digital">www.polepositionmag.com/digital</a>

NASCAR Pole Position magazine is published 36 times per year – once for each NASCAR Cup Series race.

NASCAR CUP SERIES 2022 NASCAR CUP SERIES SCHEDULE				
<b>CLASH</b> SUN   FEB 6	<b>MARTINSVILLE</b> SAT   APR 9	<b>SONOMA</b> SUN   JUN 12	<b>RICHMOND</b> SUN   AUG 14	<b>CHARLOTTE ROVAL*</b> SUN   OCT 9
<b>DUEL AT DAYTONA</b> THU   FEB 17	<b>BRISTOL DIRT</b> SUN   APR 17	<b>OFF</b> SUN   JUN 19	<b>WATKINS GLEN</b> SUN   AUG 21	<b>LAS VEGAS*</b> SUN   OCT 16
<b>DAYTONA 500</b> SUN   FEB 20	<b>TALLADEGA</b> SUN   APR 24	<b>NASHVILLE</b> SUN   JUN 26	<b>DAYTONA</b> SAT   AUG 27	<b>MIAMI*</b> SUN   OCT 23
<b>AUTO CLUB</b> SUN   FEB 27	<b>DOVER</b> SUN   MAY 1	<b>ROAD AMERICA</b> SUN   JUL 3	<i>PLAYOFFS*</i> <b>DARLINGTON*</b> SUN   SEP 4	<b>MARTINSVILLE*</b> SUN   OCT 30
<b>LAS VEGAS</b> SUN   MAR 6	<b>DARLINGTON</b> SUN   MAY 8	<b>ATLANTA</b> SUN   JUL 10	<b>KANSAS*</b> SUN   SEP 11	<b>PHOENIX*</b> SUN   NOV 6
<b>PHOENIX</b> SUN   MAR 13	<b>KANSAS</b> SUN   MAY 15	<b>NEW HAMPSHIRE</b> SUN   JUL 17	<b>BRISTOL*</b> SAT   SEP 17	
<b>ATLANTA</b> SUN   MAR 20	<b>ALL-STAR (TEXAS)</b> SUN   MAY 22	<b>POCONO</b> SUN   JUL 24	<b>TEXAS*</b> SUN   SEP 25	
<b>COTA</b> SUN   MAR 27	<b>CHARLOTTE</b> SUN   MAY 29	<b>INDIANAPOLIS</b> SUN   JUL 31	<b>TALLADEGA*</b> SUN   OCT 2	
<b>RICHMOND</b> SUN   APR 3	<b>WORLD WIDE TECHNOLOGY RACEWAY</b> SUN   JUN 5	<b>MICHIGAN</b> SUN   AUG 7		

### Race Breakdown by State

Alabama, Arizona, California, Delaware, Florida, Georgia, Indiana, Kansas, Michigan, New Hampshire, Missouri, Nevada, New York, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Wisconsin



### Premier Distribution Partners







The #1 NASCAR content creator on YouTube, Eric Estep hosts OUT OF THE GROOVE, a five times per week 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. OOTG content is exclusively managed by A.E. Engine.

## 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

165,000  
Subscribers

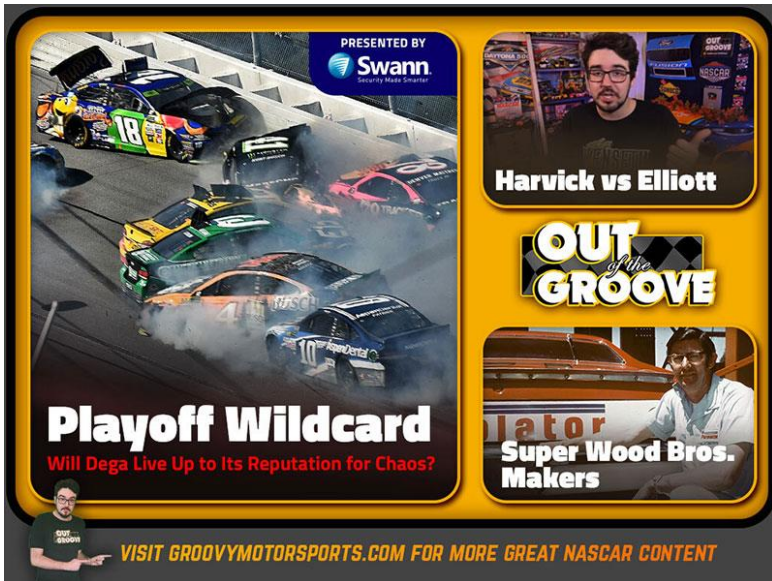
3.5  
Million+  
Monthly  
Social  
Impressions

1.5  
Million+  
Monthly  
Views

## DIGITAL MAGAZINE

The Out of the Groove Weekly 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	40 (season long)
PLATFORM	Desktop, Mobile
DIGITAL REACH	Published weekly; 60,000 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 at [www.polepositionmag.com/roar-archives/](http://www.polepositionmag.com/roar-archives/)

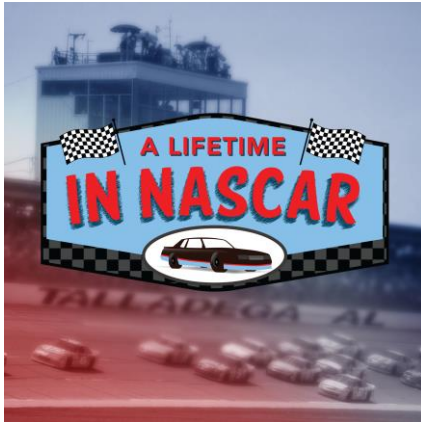


## PODCAST | Out of the Groove Podcast Network



The **Out of the Groove Podcast Network** features NASCAR-oriented podcasts from some of the sport's top Social Media Influencers 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.







In 2022, more than 150,000 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](#) |

<http://www.polepositionmag.com/sampling/>

YouTube Influencer Takeover | [link](#) |

<https://ae-engine.com/lessons-from-youtube-community-takeover-of-trackside-sampling/>

Secrets to a Sampling Bag | [link](#) |

<https://ae-engine.com/how-you-can-turn-nascar-fans-into-super-happy-nascar-fans/>



In 2022, sampling events will take place at the following tracks during Cup Series weekends:

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February | Daytona (FL)  
 May | Charlotte (NC)  
 July | Pocono (PA)  
 September | Bristol (TN)



The **A.E. Engine Driver Partnership Program** helps brands and companies navigate the motorsports sponsorship landscape while also providing off-track social and traditional marketing programming that amplifies and extends the life of the sponsorship program.



Our unique at-track and off-track offerings include customized, single or multi-race sponsorship opportunities combined with integrated multimedia activation experiences.

## CUSTOMIZED TURN-KEY OPPORTUNITIES

**VIP At-Track Experience** -- from Customers to C-Suite

**Business-to-Business** Networking

**Brand Ambassador programs** to connect fans with your company

**Content Development** to churn at-track exposure into nationwide impressions

**Media & PR** to enhance your profile

**Social Media engagement** to drive the conversation



