



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



NASCAR Pole Position

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



Esports Tournament Development

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



NASCAR Trackside Sampling

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



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



Race Hospitality

Create an exciting experience for customers and employees.



Driver Partnership Program

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



YouTube's

Out of the Groove

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



Out of the Groove Podcast Network

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



The Daily Downforce

The Daily Downforce is a mobile-focused website built to quickly become a dominant news and information source in the NASCAR media ecosystem

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. *NASCAR Pole Position* 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 (24 markets) from February through November. Each edition is viewed by different fans each week of the season.

DIGITAL EDITION

View a past edition of *NASCAR Pole Position* at www.polepositionmag.com/digital



2023 SCHEDULE RELEASE

CLASH AT THE COLISEUM SUN | FEB 5

DUEL AT DAYTONA THU | FEB 16

DAYTONA 500 SUN | FEB 19

AUTO CLUB SUN | FEB 26

LAS VEGAS SUN | MAR 5

PHOENIX SUN | MAR 12

ATLANTA SUN | MAR 19

COTA SUN | MAR 26

RICHMOND SUN | APR 2

BRISTOL DIRT SUN | APR 9

MARTINSVILLE SUN | APR 16

TALLADEGA SUN | APR 23

DOVER SUN | APR 30

KANSAS SUN | MAY 7

DARLINGTON SUN | MAY 14

NORTH WILKESBORO (ALL-STAR) SUN | MAY 21

CHARLOTTE SUN | MAY 28

WWTR SUN | JUN 4

SONOMA SUN | JUN 11

OFF-WEEK

NASHVILLE SUPERSPEEDWAY SUN | JUN 25

CHICAGO STREET RACE SUN | JUL 2

ATLANTA SUN | JUL 9

NEW HAMPSHIRE SUN | JUL 16

POCONO SUN | JUL 23

RICHMOND SUN | JUL 30

MICHIGAN SUN | AUG 6

INDIANAPOLIS ROAD COURSE SUN | AUG 13

WATKINS GLEN SUN | AUG 20

DAYTONA SAT | AUG 26

DARLINGTON SUN | SEP 3

KANSAS SUN | SEP 10

BRISTOL SAT | SEP 16

TEXAS SUN | SEP 24

TALLADEGA SUN | OCT 1

CHARLOTTE ROVAL SUN | OCT 8

LAS VEGAS SUN | OCT 15

HOMESTEAD-MIAMI SUN | OCT 22

MARTINSVILLE SUN | OCT 29

PHOENIX SUN | NOV 5

PLAYOFF RACES

Premier Distribution Partners





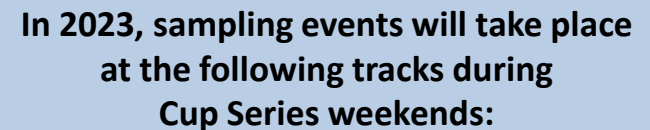
In 2023, more than 100,000 partner products will be distributed to eager NASCAR fans.

- 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.

Overview of the program | [link](#) |

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

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



February | Daytona (FL)
May | Charlotte (NC)
September | Bristol (TN)
October | Talladega (AL)



BY THE NUMBERS

210,000+
Subscribers

5 Million+
Monthly
Social
Impressions

2.5
Million+
Monthly
Views

The #1 NASCAR content creator on YouTube, Eric Estep hosts OUT OF THE GROOVE, a daily 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/>



TheDailyDownforce.com | A daily digital experience

WEBSITE & CONTENT CREATORS PLATFORM

The Daily Downforce is a mobile-focused content platform that is quickly becoming a dominant news and information source in the NASCAR media ecosystem.

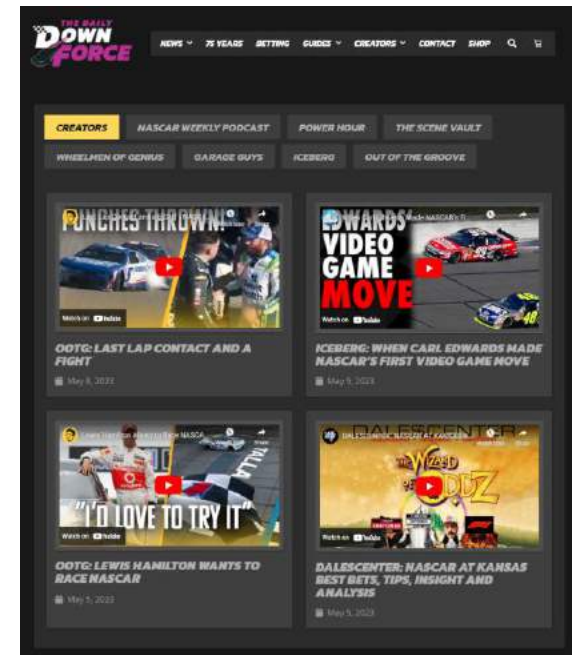
OUR CONTENT STRATEGY

- Track what fans are talking about on social media.
- Utilize a newsroom-style approach to create a daily news feed.
- Share everything on a user-friendly, distinctively-designed interface
- Support the platform with a robust, constant social media effort.

DISTRIBUTION The site collects, generates, distributes and promotes content that will be SEO-fueled which will result in maximum performance in all algorithms.

TRAFFIC GENERATOR The Daily Downforce is engineered to generate impressions and traffic, which will create maximum value for our partners.

View the Site in action at www.dailydownforce.com



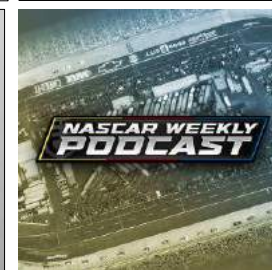


The **Out of the Groove Podcast Network** features NASCAR-oriented podcasts from some of the sport's top Social Media Influencers and Journalists.

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.

THE PODCAST LINEUP

- History | **The Scene Vault** | [link](#)
- News and Commentary | **NASCAR Weekly Podcast** | [link](#)
- Collectables | **Lionel's Authenticated** | [link](#)
- Driver-Hosted | **Wheelmen of Genius** | [link](#)
- Entertainment | **Garage Guys NASCAR Podcast** | [link](#)
- Entertainment | **Power Hour** | [link](#)
- Entertainment | **Garage Jams** | [link](#)
- Coming Soon | *Podcast with a NASCAR Hall of Famer*



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.



THE SECRET SAUCE - CUSTOMIZED 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

