

Brand Loyalty

- NASCAR fans are three times as likely as non-fans to try and purchase sponsors' products and services.
- Half of all avid NASCAR fans indicate they always buy products or services from companies that sponsor NASCAR.
- 4 out of 5 agree: "NASCAR drivers could not run their cars without sponsors' support."
- 2 out of 3 agree: "I'm very familiar with companies that sponsor NASCAR and its drivers."
- 3 out of 5 agree: "During tough economic times, I will continue to support NASCAR sponsors more than other brands because of the commitment they show to the sport."

The Xfinity Series

The Xfinity Series is a mixture of NASCAR's top stars and young, new faces eager to make their mark in the racing world.

The unique combination of veteran drivers and young guns makes for some of the most exciting racing, and some of the most surprising finishes in all of NASCAR.

America's second most popular motorsports series (trailing only the NASCAR Sprint Cup Series), the NASCAR Xfinity Series is pure, authentic and accessible racing.

Why Motorsports Marketing?

- Increase sales and promote a brand
- Increase exposure and gain visibility
- Increase employee morale and retention
- Generate and secure existing sales
- Increase margins and provide education
- Foster cause and inner marketing initiatives
- Reach a new demographic
- Reward employees
- Generate excitement for new releases

How to Find Us

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MOTORSPORTS
w/ Gary Keller



MOTORSPORTS
MARKETING PROGRAM



About JD Motorsports



Johnny Davis



Gary Keller

JD Motorsports with Gary Keller currently fields three cars in the NASCAR Xfinity Series: The No. 01, No. 4, and No. 0 Chevrolet.

Johnny Davis, owner and CEO, has been affiliated with NASCAR for over 27 years. Johnny began as a crew member and fabricator for several Winston Cup teams, going on to win a Busch Series Championship in 1987 with Larry Pearson.

Gary Keller joined the team in 2012, rejuvenating the team's marketing strategies and on track efforts.

Constant Growth

JDM's on track performance has steadily improved over the years, and the team is now the #1 non-Sprint Cup Affiliated team in the Xfinity Series.

The team stats for 2015 Include:

- 7 top ten finishes
- At Daytona and Darlington, two JDM cars finished in the top ten.
- 12 top fifteen finishes
- 21 lead lap finishes
- 10 laps led by JDM cars

More sponsorship money = better performing cars = more television coverage = more exposure for sponsors' brands!

Attendance

The NASCAR Xfinity Series Race season features 33 events at 23 tracks across the U.S., 28 of which are companion weekends with the NASCAR Sprint Cup Series. An average of 50,000 fans attend each Xfinity race, with some events attracting over 75,000 fans!



Television

The Xfinity Series averaged 1.7 million television viewers tuned in per event, with 32 million unique television viewers tuned in over a season.

JDM subscribes to Joyce Julius, a third party company that provides weekly media equivalency reports. By their reports, **JD Motorsports has an average value of \$148,185 per race.** This number only accounts for race coverage and does not include the coverage that the team receives during practices, qualifying, and radio broadcasts.



What Can We Do For You?

Motorsports Marketing is more than just logos on a car! Here are some of the benefits to being a Marketing Partner with JDM:

- Naming rights of the race car. Ex: "The No. 01 'Your Company/Brand' Chevrolet Camaro." To be used in all mentions during race week.
- Design rights to the color and logo scheme of the race car and haulers.
- Use of the likeness of the race car, transporter, driver, team owner and team members.
- Driver and crew member apparel will have your colors & logos.
- Web-site logo, company information, and link on team website.
- Pit wall & pit box signs showing your logos in pit stall at each race.
- VIP garage/pit area credentials for you and your guests.
- Social Media, via Facebook & Twitter, continuous updates with links to your company pages.



Let us know what your company's marketing goals are and we will build a proposal with program concepts and strategies specifically for your business.