



2017 RYAN SIEG MARKETING OUTLINE



TEAM & SERIES OVERVIEW

Ryan Sieg

- Born June 20, 1987
- Made his first NASCAR start in 2009
- Has competed in over 200 NASCAR races
- Finished 11th in 2015 NASCAR Xfinity final point standings
- Career best finish of 3rd (Daytona 2014 & 2016)

RSS Racing

- Located in Sugar Hill, Georgia
- Shop built in 2016
- Two full time NASCAR Xfinity teams (#39 & #93)
- Highest finishing team in 2015 owner standings without an alliance with a Sprint Cup team
- Team races Chevrolet's and uses Earnhardt Childress Racing engines



NASCAR XFINITY SERIES

- Second highest level of NASCAR racing
- Considered college football level
- Second most popular motorsport in the United States
- 33 race schedule
- Race markets include Las Vegas, Atlanta, Phoenix, Los Angeles, Dallas, Charlotte, Miami, Chicago, and Indianapolis



2017 NASCAR XFINITY SCHEDULE



DATE

TRACK

LOCATION

February 25	Daytona International Speedway	Daytona Beach, Florida
March 4	Atlanta Motor Speedway	Hampton, Georgia
March 11	Las Vegas Motor Speedway	Las Vegas, Nevada
March 18	Phoenix International Raceway	Avondale, Arizona
March 25	Auto Club Speedway	Fontana, California
April 7	Texas Motor Speedway	Fort Worth, Texas
April 22	Bristol Motor Speedway	Bristol, Tennessee
April 29	Richmond International Raceway	Richmond, Virginia
May 6	Talladega Superspeedway	Talladega, Alabama
May 27	Charlotte Motor Speedway	Concord, North Carolina
June 2	Dover International Speedway	Dover, Delaware
June 10	Pocono Raceway	Pocono, Pennsylvania
June 17	Michigan International Speedway	Brooklyn, Michigan
June 24	Iowa Speedway	Newton, Iowa
June 30	Daytona International Speedway	Daytona Beach, Florida
July 7	Kentucky Speedway	Sparta, Kentucky
July 15	New Hampshire Motor Speedway	Loudon, New Hampshire
July 22	Indianapolis Motor Speedway	Speedway, Indiana
July 29	Iowa Speedway	Newton, Iowa
August 5	Watkins Glen International Raceway	Watkins Glen, New York
August 12	Mid-Ohio Sports Car Course	Lexington, Ohio
August 18	Bristol Motor Speedway	Bristol, Tennessee
August 26	Road America	Plymouth, Wisconsin
September 2	Darlington Raceway	Darlington, South Carolina
September 8	Richmond International Raceway	Richmond, Virginia
September 16	Chicagoland Speedway	Joliet, Illinois
September 23	Kentucky Speedway	Sparta, Kentucky
September 30	Dover International Speedway	Dover, Delaware
October 6	Charlotte Motor Speedway	Concord, North Carolina
October 21	Kansas Speedway	Kansas City, Kansas
November 4	Texas Motor Speedway	Fort Worth, Texas
November 11	Phoenix International Raceway	Avondale, Arizona
November 18	Homestead-Miami Speedway	Homestead, Florida

WHY NASCAR?

BRAND EXPOSURE

With NASCAR being the largest spectator sport in the world, it is unique because each car on the track is considered a 180 MPH billboard. The cars are seen by the thousands in attendance at the track and millions watching at home on TV or mobile device.

FAN LOYALTY

NASCAR fans are more appreciative of sponsors than any other sports market. NASCAR fans are brand and product loyal which makes NASCAR attractive as a sports marketing option.

- Fans are three times as likely to purchase a sponsor products or services in comparison to non-fans
- 93% of fans said sponsorship is very important to the existence of NASCAR
- 83% of fans say they like or somewhat like a lot of of NASCAR's corporate sponsors.
- 51% of fans feel that by purchasing a sponsor's product they are contributing to the sport

ENGAGEMENT w/ RSS RACING

Sponsors can show their customers how valued they are by taking them on a VIP experience at the race track. Employees will have the opportunity to enjoy the NASCAR Experience while rooting on their company's car at the track. Employees will also build morale and loyalty while rooting on their car at the track while being a part of the RSS Racing Team.



NASCAR's Instagram, @NASCAR, has 581 thousand followers



The @NASCAR Twitter handle has over 2.1 million followers and the @NASCAR_XFINITY Twitter handle has over 249 thousand followers



The Facebook page for NASCAR has over 4.6 million likes

WHY NASCAR?

TV AUDIENCE

Practice, Qualifying, and Races will be shown live on FOX Sports and NBC Sports Networks. The Xfinity Series each week, on average, has 6.5 hours of live televised broadcast. NASCAR is the second highest rated televised sport in America, second only to the National Football League.



NBC SPORTS
GROUP

DIGITALLY ENABLED



90% of NASCAR fans are digitally enabled (use the Internet, a smartphone, or a tablet device)

just as likely as the U.S. population



66%
of NASCAR fans
use smartphones



32%
of NASCAR fans
own tablets



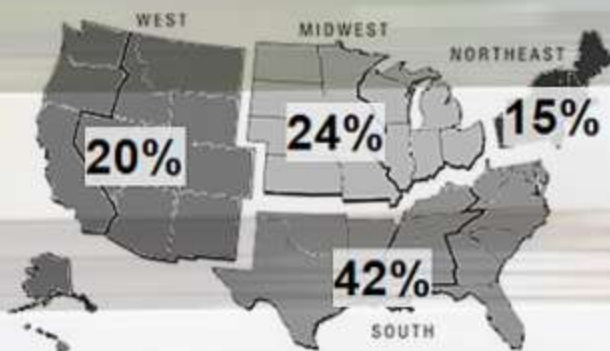
58%
of NASCAR fans
use mobile apps

3 OUT OF 5 NASCAR fans
visit social media websites
just as likely as the U.S. population

1 OUT OF 7 NASCAR fans
visit NASCAR.com
similar to other sports leagues

Source: Experian Marketing Services (Siemens National Consumer Survey, Fall Fall Year 2014) n=27,446. Based on claimed digital usage. Percent is determined by using the following question: "How interested are you in NASCAR?" ("very", "somewhat", "a little bit", or "not at all"). NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR. Mobile apps on either a smartphone or tablet. Visit social media websites and visit NASCAR.com are claimed among NASCAR fans within the last 30 days.

Geographic Distribution



FAN DEMOGRAPHICS

62%
Male



38%
Female



18-44 Years Old



23%

Multicultural



3
OUT
OF 5

Employed
(full or part-time)



\$71,000

Average
Household Income



1
OUT
OF 3

Households
with Children



1
OUT
OF 2

Some College
or Beyond



2
OUT
OF 3

Homeowners

Source: Nielsen Scarborough (USA+ Release 1, 2015). Field dates: February 2014-March 2015. Sample size is approximately 47,000 NASCAR fans. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ["very", "somewhat", "a little bit", or "not at all"]. NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR.

Scarborough

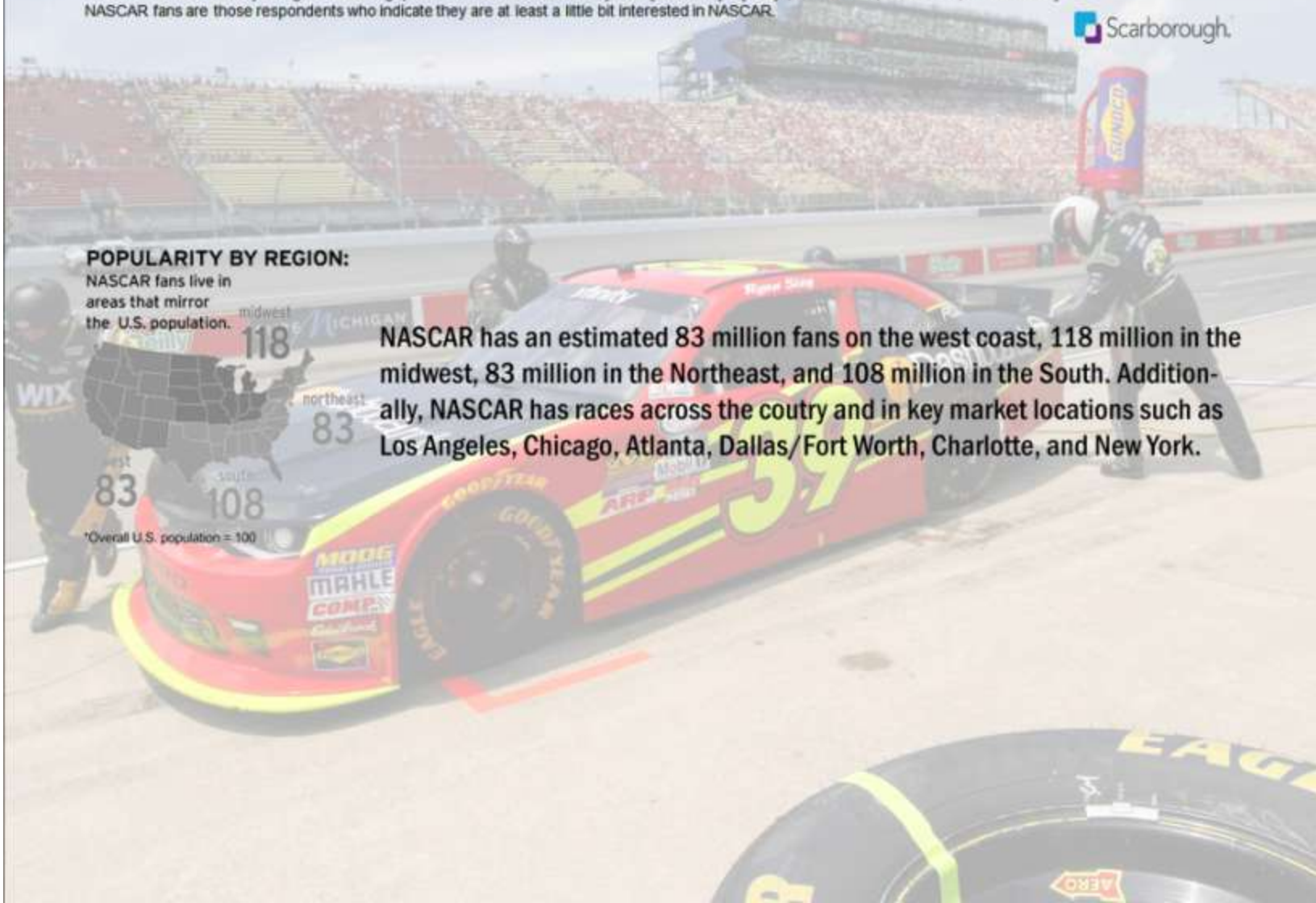
POPULARITY BY REGION:

NASCAR fans live in areas that mirror the U.S. population.



*Overall U.S. population = 100

NASCAR has an estimated 83 million fans on the west coast, 118 million in the midwest, 83 million in the Northeast, and 108 million in the South. Additionally, NASCAR has races across the country and in key market locations such as Los Angeles, Chicago, Atlanta, Dallas/Fort Worth, Charlotte, and New York.



PROFESSIONALLY & FINANCIALLY RESPONSIBLE

NASCAR fans are business leaders and purchase decision makers



+20%
more likely to be business leaders (business executives and / or small business owners)

+60%
more likely to work for Fortune 500 companies

18%
Are business purchase decision makers

Nearly +40% more likely than non-fans



24% Consume business-related media

+36%
more likely to read the business section of the newspaper

+25%
more likely to research financial information on the internet

+22%
more likely to watch CNBC

36%
Of business purchase decision makers are involved in decisions of \$100,000 or more a year

Source: Experian Marketing Services (Simmons National Consumer Survey, Fall Full Year 2014). Based on NASCAR fans compared to non-fans. Fandom is determined by using the following question: "how interested are you in [NASCAR]?" ("very", "somewhat", "a little bit", or "not at all"). NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR. Business-related media is defined as: reading the Wall Street Journal, Bloomberg Businessweek, Forbes, Fortune, Kiplinger's Personal Finance, Money, and / or watching CNBC.



TECHNOLOGY

NASCAR fans are just as likely to be mobile users



70% Use a mobile device (i.e. smartphone / tablet)
Just as likely as non-fans

Most-Used App Types:



weather



games



directions



photo / video



music

Positive Attitudes Toward Technology

	% Who Agree Index vs. non-fans
"I like to be connected to my friends and family wherever I am"	59% / 100
"I try to keep up with developments in technology"	42% / 105*
"I rely on my cell phone to keep up with news or sports"	27% / 108*
"I love to buy new gadgets and appliances"	27% / 108*

Top-5 Online Activities

Percent that use / Index vs. non-fans



Weather

52% / 113*



Directions

47% / 104*



Banking

46% / 105*



News

42% / 117*



Purchases

29% / 97

Source: Experian Marketing Services (Simmons National Consumer Survey, Fall Full Year 2014) n=27,446. Based on claimed digital usage. Fandom is determined by using the following question: "How interested are you in [NASCAR]?" ("very", "somewhat", "a little bit", or "not at all"). NASCAR fans are those respondents who indicate they are at least a little bit interested in NASCAR. Sports apps ranked 10th as the most-used app type (16% / 145*). Top-5 online activities claimed within last 30 days and excludes e-mail (86% / 100) and search engines (36% / 109*). News activity includes both current events (31% / 107*) and sports news (26% / 263*), which is the only sports-related activity measured. *Indicates results are statistically significant at a 95% confidence level.



PARTNERSHIP BENEFITS

BRANDING

- Company logo and branding on the #39 Chevrolet Camaro



- Company logo and branding on the driver fire suit worn by Ryan Sieg



- Company logo and branding on team fire suits, crew shirts, hats, etc.



- Hauler design with company logo and branding



- Merchandies and apparel with company logo and branding



- Team pit box with company banner

PARTNERSHIP BENEFITS

Social Media/PR

- Social media engagement with fans on Facebook, Twitter, and Instagram
- Contest and give aways focus on pushing the company message to NASCAR fans
- Press releases to national local media
- Web exposure on ryansiegracing.com
- Weekly professional photography via HMedia

VIP/Hospitality at the race

- 10 pit and garage passes per race (Great for customers, employees, partners, etc.)
- VIP access during the race for guests to watch from the team pit box
- Food and drink provided by the team each week
- Customized schedule for guests with tour and Q&A with driver
- VIP access to drivers meeting and driver introductions each week

NAMING RIGHTS, ENDORSEMENTS, & SHOW CAR APPEARANCES

- Official sponsor of NASCAR Xfinity driver and team
- Driver endorsement of product(s) or service
- Appearances by driver with show car during the season

CONTACT INFORMATION

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