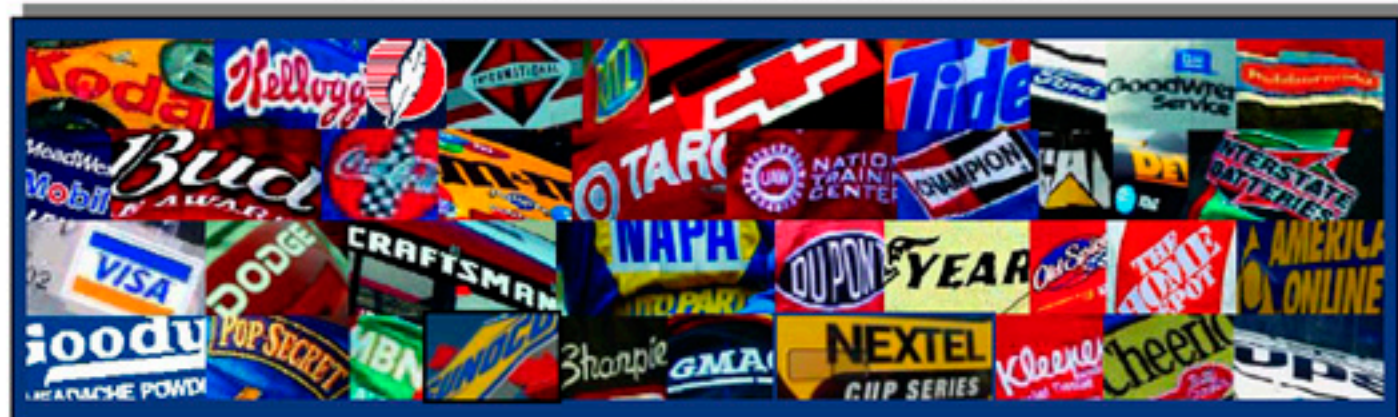


NASCAR Demographics

Fans Loyalty Towards Sponsors

Fans are **Three** times as likely to try and purchase sponsors' products and services



Fans understand the need for sponsorship

NASCAR drivers could not run their cars without sponsors' support

NASCAR is the kind of sport that needs corporate sponsorship

I know which companies sponsor NASCAR and it's drivers

