

# 2019 Season Partnership Proposal



# Team Owner: Johnny Davis



- ❑ Johnny Davis, Owner of JD Motorsports, has been involved in NASCAR competition for over 35 years and is a life-long resident of Gaffney, SC.
- ❑ He began as a crew member and fabricator for several Winston Cup and Busch Series teams. As a crew member, Davis won a NASCAR Busch Series Championship with Larry Pearson in 1987.
- ❑ Davis is one of the longest-running, active team owners in all of NASCAR having first fielded cars in 1983.
- ❑ JD Motorsports became a full-time, multi-car team in 2002.
- ❑ Davis and the JD Motorsports team have weathered many challenges over the years and have continued to come back stronger in every year of NASCAR racing.

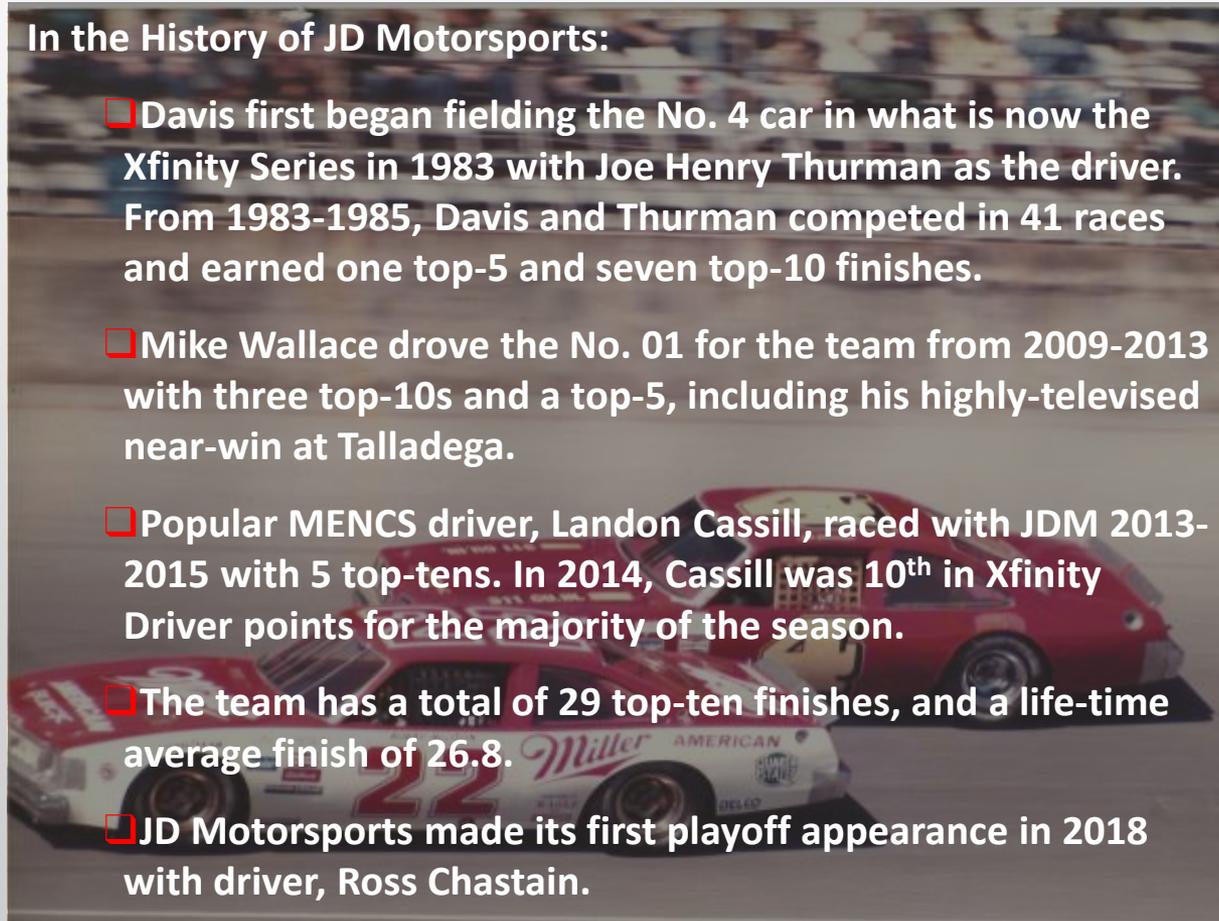
# JD Motorsports: A Long History of Excellence



Although JDM has seen a sharp rise in on-track performance in the past few years, success is nothing new to this team. Years of good drivers and excellent runs have paved the way for what JDM is today.

## In the History of JD Motorsports:

- ❑ Davis first began fielding the No. 4 car in what is now the Xfinity Series in 1983 with Joe Henry Thurman as the driver. From 1983-1985, Davis and Thurman competed in 41 races and earned one top-5 and seven top-10 finishes.
- ❑ Mike Wallace drove the No. 01 for the team from 2009-2013 with three top-10s and a top-5, including his highly-televised near-win at Talladega.
- ❑ Popular MENCS driver, Landon Cassill, raced with JDM 2013-2015 with 5 top-tens. In 2014, Cassill was 10<sup>th</sup> in Xfinity Driver points for the majority of the season.
- ❑ The team has a total of 29 top-ten finishes, and a life-time average finish of 26.8.
- ❑ JD Motorsports made its first playoff appearance in 2018 with driver, Ross Chastain.



# JD Motorsports: Past 3 Years

JDM has been steadily gaining momentum over the years, and the team is now the #1 non-Monster Energy NASCAR Cup Series affiliated team in the Xfinity Series.



Team stats for 2015-Present include:

- ❑ 3 Top 5 finishes
- ❑ 21 Top 10 finishes
- ❑ 40 Top 15 finishes
- ❑ 32 laps led by JDM cars
- ❑ 5 races with at least two JDM cars in the Top 10

# JD Motorsports: Team Value

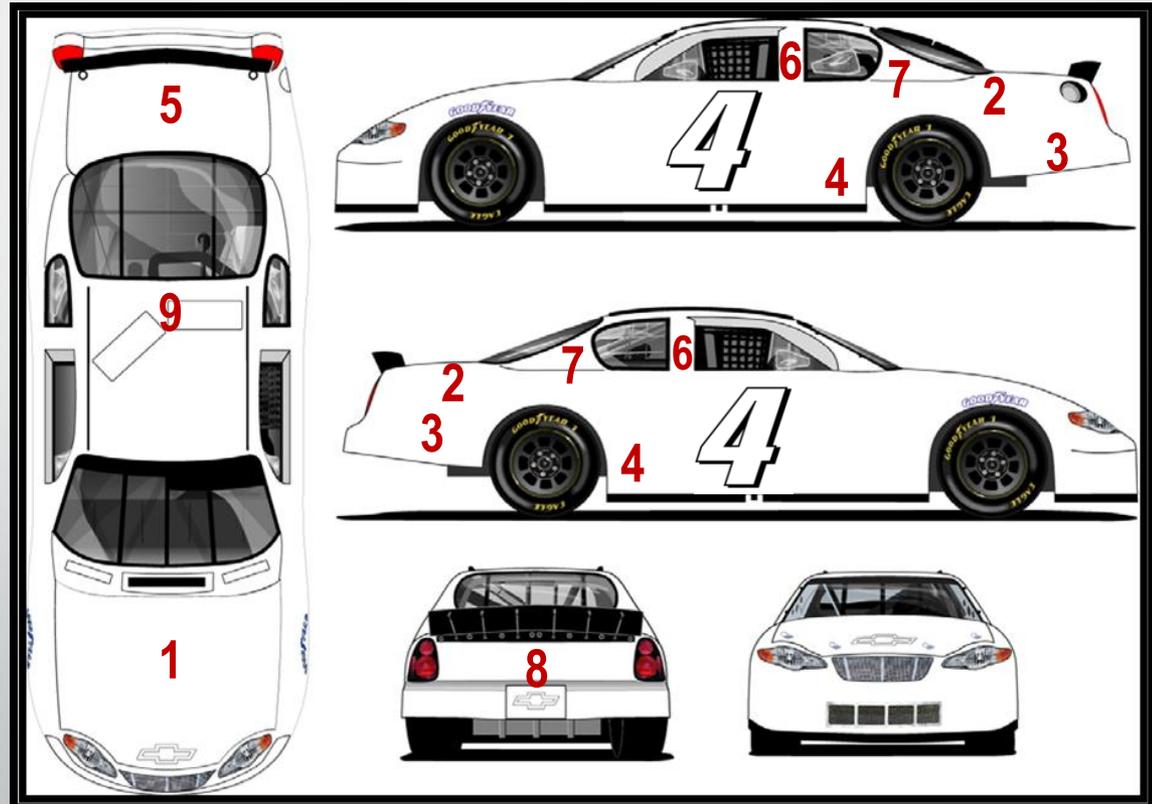


- JD Motorsports subscribes to Joyce Julius, a third party company that provides weekly media equivalency reports.
- By their reports, JD Motorsports has an average value of \$148,185 per race.
  - This number only accounts for race coverage and does not include the coverage that the team receives during practices, qualifying, and radio broadcasts.
  - More sponsorship money = better engines and tires = greater probability of good finishes = more television coverage for sponsors.

# Motorsports Marketing: Decal Positions

Primary Sponsors have exclusive display rights for designated logos on Primary positions of the race car and show car, includes naming rights, hood, upper quarter panel, and TV panel of all race and show cars (if applicable).

- 1) Hood
- 2) Upper Rear Quarter Panel
- 3) Lower Rear Quarter Panel, Rear
- 4) Lower Rear Quarter Panel, Front
- 5) Trunk (Deck Lid)
- 6) B-Post
- 7) C-Post
- 8) TV Panel
- 9) Rear Roof



*Part 2: The NASCAR  
Xfinity Series*



# NASCAR Xfinity Series: Introduction



❑ 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 Cup Series), the NASCAR Xfinity Series is pure, authentic and accessible racing.

# NASCAR Xfinity Series: Events & Audience



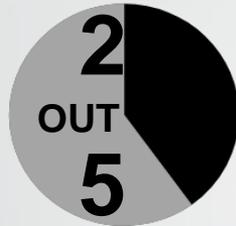
- ❑ The Xfinity season features **33 events at 24 tracks** across the U.S., 29 of which are companion weekends with the Monster Energy NASCAR Cup Series.
- ❑ An average of approximately **50,000 fans** attend each Xfinity Series event.
- ❑ Over **32 million unique television viewers** have tuned in to the Xfinity Series in 2018.
- ❑ In 2018, the Xfinity Series has averaged **1.6 million television viewers** tuned in per event.

# NASCAR Fans: Demographic Snapshot

63%  
Male



37%  
Female



18-44 Years Old

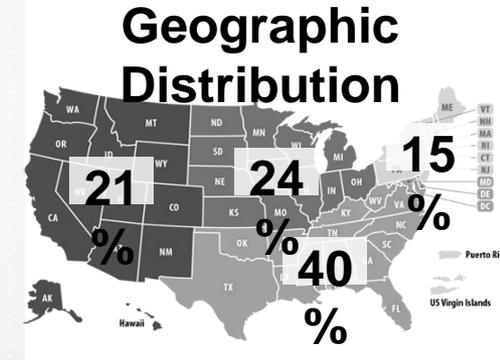


24%

Multicultural



3  
OUT  
OF 5  
Employed  
(full or part-  
time)



\$72,000

Average  
Household Income



1  
OUT  
OF 3

Households  
with Children



1  
OUT  
OF 2

Some College  
or Beyond



2  
OUT  
OF 3

Homeowners

## Top 5 NASCAR Markets

(by number of people interested in the sport)

1. Los Angeles
2. New York
3. Chicago
4. Dallas
5. Philadelphia

Source: Nielsen Scarborough (USA+ Release 1, 2017). Field dates: February 2016-March 2017. Sample size is approximately 45,000 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.

# Independent Research: NASCAR Fans Most Brand Loyal to Sponsors



## According to independent research conducted by Repucom:

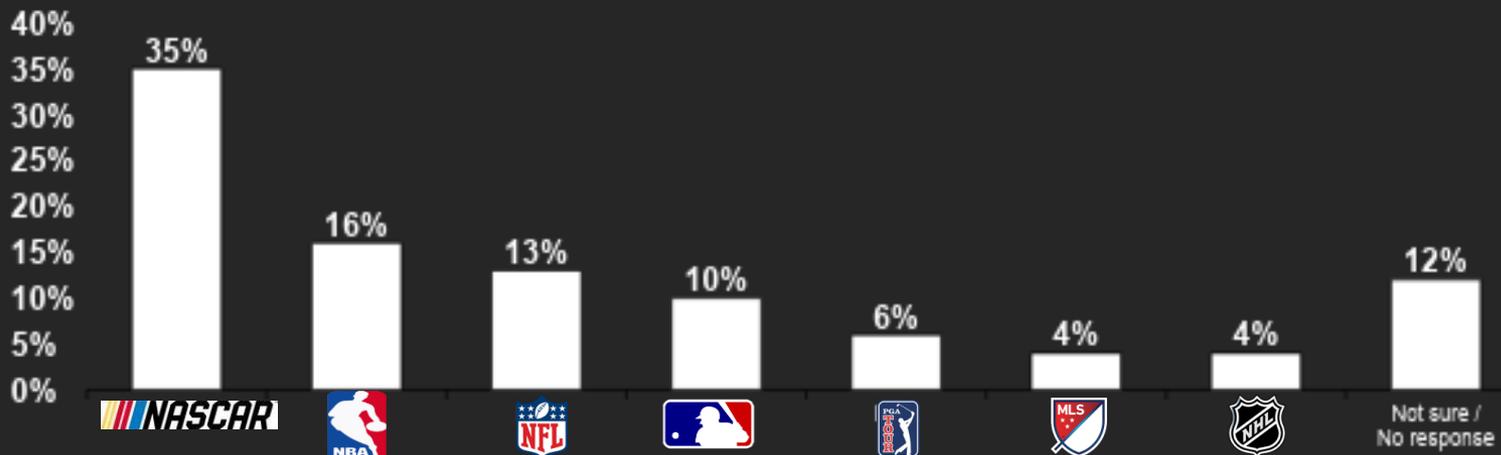
- ❑ NASCAR ranks #1 among major sports in sponsor consideration
- ❑ 3 out of 4 NASCAR fans would consider a sponsor's brand
- ❑ NASCAR ranks #1 among major sports in sponsor loyalty
- ❑ 7 out of 10 NASCAR fans said they are loyal to a sponsor's brand when the brand supports their sport
- ❑ Higher than NFL, NHL, MLB, and NBA fans
- ❑ Nearly 20% higher than a typical sports fan

# Independent Research: NASCAR Is #1 in Opportunities for Sponsors



***“NASCAR sponsorship is the best buy in marketing. The combination of awareness, favorability and effectiveness is unparalleled in the sports world or anywhere else.”*** *Larry DeGaris, Former Director of the Center for Sports Sponsorship, JMU*

Proportion of Sports Industry Executives who Indicate Each League Does the Best Job in Developing Opportunities for Brand Engagement for Sponsors



# Independent Research: NASCAR Fans Most Responsive to Sponsors

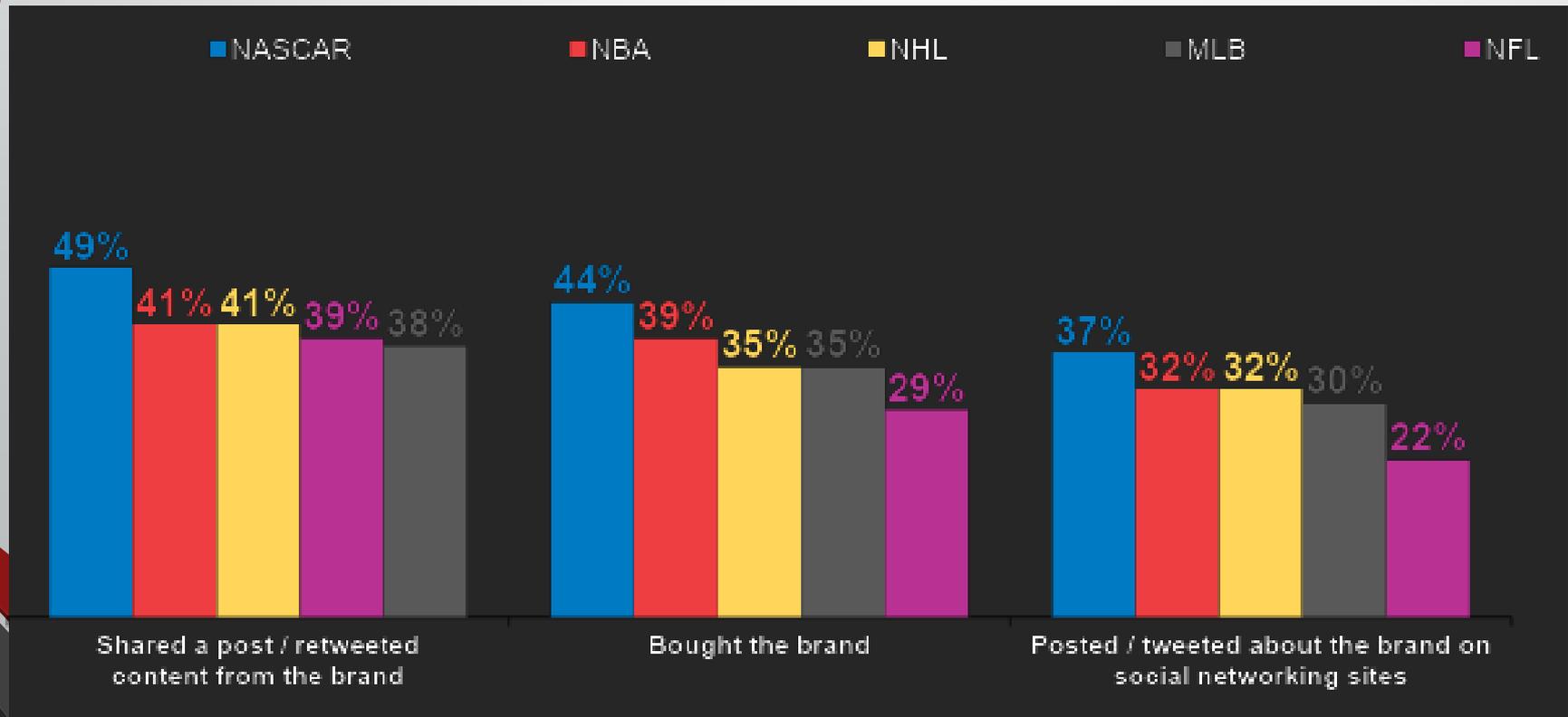


NASCAR fans are more responsive to sponsorship than fans of other sports.

	Gen Pop					
I feel loyal towards companies that sponsor an event or sport I follow.	52%	78%	68%	75%	65%	75%
When a company sponsors an event or sport that I follow, I am likely to consider that company's brand, product(s), or service(s) for the first time.	60%	83%	76%	81%	74%	81%
After seeing a sponsorship while watching a game/event in-person or on TV, I bought the brand.	13%	23%	20%	22%	18%	22%
After seeing a sponsorship while watching a game/event in-person or on TV, I talked about the brand to friends and family.	16%	25%	21%	24%	21%	25%

# NASCAR Ranks #1 in Fans Socially Promoting Sponsor Brands

Proportion of each sport's fans who engaged with corporate partners in the following ways after "Liking" or "Following" a brand on social media that had been associated with a sporting event.



# For More Information:



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