



NASCAR SPONSORSHIP & LOYALTY



NASCAR Sponsorships Deliver Results

NASCAR fans are **3X** as likely to try and purchase
NASCAR *sponsors'* products and services.*



"We reach 75 million fans over a 10-month season. Guaranteed reach and frequency."

John Beystahner, Former COO, UPS



"Nothing moves more cases of soft drinks than the affiliation with NASCAR and the drivers."

Bob Perez, Vice President Sports Marketing, Coca-Cola



Unilever

"The biggest thing is return on investment. With this [NASCAR] program, we're up to 4:1 and even 5:1."

Nancy Davis, Manager of Building Brands for Customers, Unilever



Fortune 500 Companies and NASCAR

- More Fortune 500 companies rely on NASCAR to build their brands than any other sport
- 7 of the top 10 and 28 of the top 50 are involved in NASCAR

| | | | |
|-------------------------|----------------------|-------------------------|------------------------------|
| 1 Exxon Mobil | 54 Motorola | 140 Kimberly-Clark | 296 Gannett |
| 2 Wal-Mart Stores | 55 Caterpillar | 143 ConAgra Foods | 305 Fortune Brands |
| 3 General Motors | 58 Allstate | 146 Anheuser-Busch | 309 Harnah's Entertainment |
| 4 Chevron | 59 Sprint Nextel | 151 AFLAC | 311 Sherwin-Williams |
| 5 Ford Motor Company | 61 PepsiCo. | 154 Office Depot | 330 Black & Decker |
| 7 General Electric | 63 Walt Disney | 155 Eastman Kodak | 332 Newell Rubbermaid |
| 8 Citigroup | 66 Sunoco | 167 Texas Instruments | 333 VF |
| 11 Hewlett-Packard | 70 FedEx | 168 DirectTV Group | 345 Federal-Mogul |
| 12 Bank of America | 71 Honeywell Int'l | 170 Waste Management | 360 Starwood Hotels & Rsrts. |
| 13 Berkshire Hathaway | 73 DuPont | 206 General Mills | 363 Brunswick |
| 14 Home Depot | 74 NY Life Insurance | 210 Eaton | 367 Advanced Micro Devices |
| 20 Altria Group | 76 Best Buy | 217 SunTrust Banks | 369 Family Dollar Stores |
| 21 Kroger | 77 Delphi | 226 Circuit City Stores | 373 Molson Coors Brewing |
| 22 State Farm Insurance | 86 News Corp. Ltd. | 231 Winn-Dixie Stores | 378 AutoZone |
| 23 Marathon Oil | 89 Coca-Cola | 232 PPG Industries | 411 CarMax |
| 24 Procter & Gamble | 90 Weyerhaeuser | 233 Kellogg | 413 Charter Communications |
| 25 Dell | 96 Deere | 234 Dana | 415 Lexmark International |
| 29 Target | 98 Nationwide | 239 Ashland | 416 Mattel |
| 32 Johnson & Johnson | 99 Washington Mutual | 241 Viacom | 417 Timken |
| 33 Sears Holdings | 100 General Dynamics | 249 EMC | 420 USG |
| 39 AT&T Inc. | 101 3M | 251 Altel | 423 RadioShack |
| 40 Time Warner | 109 McDonald's | 261 Principal Financial | 427 Rockwell Automation |
| 42 Lowe's | 112 Goodyear | 262 H.J. Heinz | 435 Maytag |
| 44 UPS | 114 Candant | 263 YRC Worldwide | 442 Hershey |
| 45 Walgreen | 119 Wyeth | 268 Dollar General | 460 Clorox |
| 46 Wells Fargo | 128 Visteon | 273 Echostar | 482 Wm Wrigley Jr. |
| 48 Microsoft | 129 Rite-Aid | 291 ITT Industries | 484 Levi Strauss |
| 50 Safeway | 135 Delta Air Lines | 292 BB&T Corp. | |

Source: Fortune Magazine, 2006 Fortune 500 List

FORTUNE 500





FORTUNE 500



Many Fortune 500 Companies rely on the NASCAR Nationwide Series to grow their brands.

