



## WIX FILTERS – 100 NIGHTS OF RACING

**The Challenge:** As the leader in aftermarket and original equipment filter design, earning the title of #1 Filter in NASCAR, WIX Filters sought to grow their visibility in the grassroots racing space. In an effort to appeal to these race teams, WIX formed the Team WIX sponsorship program for local race teams across America. After operating the program internally in 2009 with minimal results, WIX recognized the need for a partner that had a focus in grassroots racing to help them take it to the next level.

**The Solution:** A complete integrated program, dubbed “WIX 100 Nights of Racing”, was developed to create partnerships between WIX Filters, local tracks and series, and drivers in an effort to enhance Team WIX through modern social networks and face-to-face activation.

Pre-event hype was generated through online announcements, targeted publication advertising, and event posters. Prior to each event, drivers were greeted by banners and the Team WIX registration booth. After the staff signed up teams and drivers for the program, teams were consistently reminded of the Team WIX program by way of face-to-face interaction with knowledgeable staff, through special prize kits for event feature winners and lap leaders, and through event signage strategically placed around each venue.

The online hub of the program, [www.teamwix.com](http://www.teamwix.com), served as a place for fans to follow the schedule and see photos of the Team WIX drivers. Teams and drivers were able to register for the program, manage their account/photos, and keep up on WIX events.

Beyond the Team WIX program geared towards drivers and teams, fans were brought into the excitement via promotional giveaways, tee shirts shot into the stand from the WIX tee shirt cannon, and various other special promotions including the #98 Team WIX car driven by Ray Evernham in the 2010 Prelude to the Dream event at Eldora Speedway.

**Result:** The goal for 2010 was 500 teams and drivers registered to be a part of Team WIX. At season’s end, close to 2,000 teams across America had been registered to be a part of the program. 400% of the pre-season goal!

