

## Why Dirt Racing...

For years companies have been led to believe the only way to reach race fans and get true ROI was through high levels of mainstream auto racing. This couldn't be further from the truth! In fact, there are more than 80,000 drivers that race on dirt before nearly 1.3 million fans every weekend from February through November. That represents 52 million dirt track tickets a year. More than NASCAR, NBA, NFL and NHL combined!

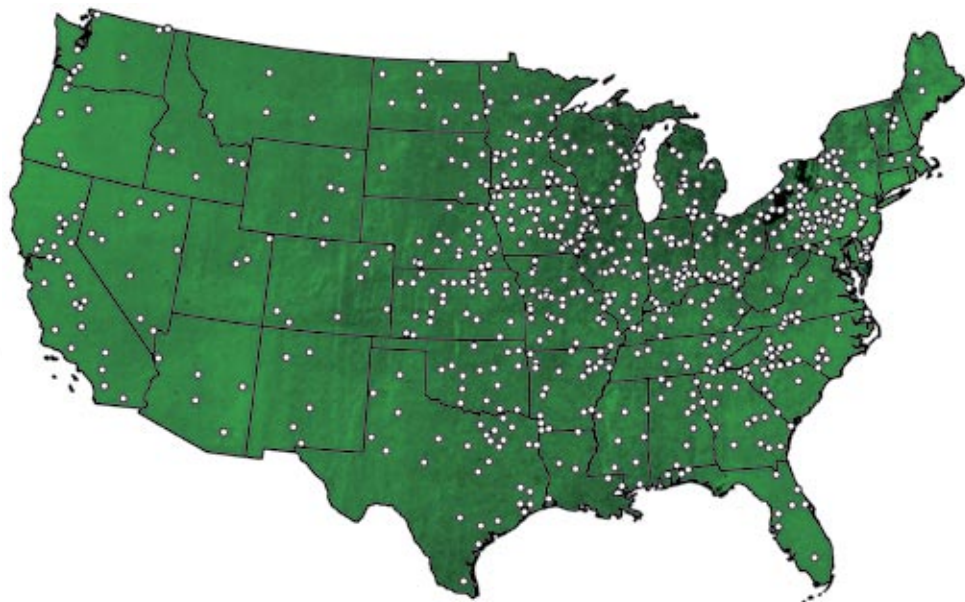
*"30 million fans... \$1 billion a year business... 800 tracks in 49 states... Dirt track racing is the biggest sport you've never heard of."*

- CNN documentary, Dirt Track Warriors



## Where is Dirt Racing...

Dirt racing is every where... literally! Dirt racing is present in B, C, and D markets all over the United States. Today there are 769 dirt tracks operating in the lower 48 states, covering almost 90 percent of the country. If you're looking for the backbone of America, here it is. These fans buy your products. They go to local dirt tracks every weekend for weekly events and during the week for series specials. They spend their hard earned dollars to do what they love... and you can connect with them.



We partner with grassroots racing series, events, and venues across the U.S. that are selected based on the individual needs of each client we represent to create a seamless and expansive brand penetration on either a national or regional scale.