



# NEW LONDON WATERFORD SPEEDBOWL

The **NEW LONDON WATERFORD SPEEDBOWL** has been a staple in New London County for over **69 YEARS!** Aligning your business with the Speedbowl can **BOOST YOUR BRAND** and **BOTTOM LINE.** In this presentation we have outlined numerous ways to activate your partnership and execute your marketing objectives through our fan base.

2025 SEASON ON MAY 7TH

## NASCAR FAN BASE DEMOGRAPHICS

- ▶ The NASCAR fan base: 63% MALE, 37% FEMALE
- ▶ 1 out of 5 NASCAR fans is multicultural
- ▶ 1 out of 4 NASCAR fans is 18-34
- ▶ 1 out of 2 NASCAR fans earns a household income of \$50,000 or more
- ▶ 1 out of 3 NASCAR fans have children under the age of 18

Source: Nielsen Scarborough (USA+ Release 1, 2014)

## NASCAR FAN BASE LOYALTY

Proportion of NASCAR fans who agree with each of the following statements:

- ▶ 1 out of 2: "I talk positively about brands that are sponsors in NASCAR"
- ▶ 1 out of 2: "I feel loyal to NASCAR sponsors and purchase their products/services because of their involvement in the sport"
- ▶ 2 out of 5: "I always participate in NASCAR sponsors' promotions, such as sweepstakes, coupons, mail-to-win, etc."
- ▶ 2 out of 5: "I always buy products or services from companies that sponsor NASCAR."

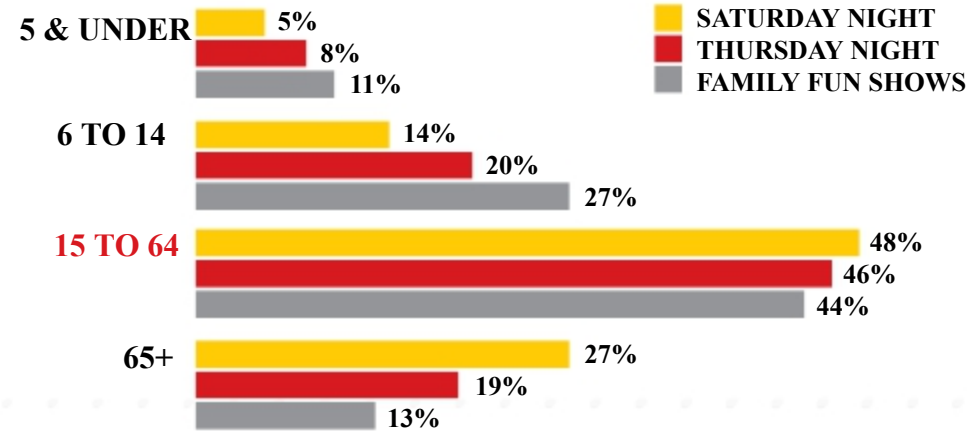
Source: NASCAR Fan Engagement Tracker (commissioned by NASCAR and conducted by Toluna, 2014)

## SPEEDBOWL ATTENDANCE

- ▶ Average Annual Attendance: 95,000
- ▶ 69% Residents from NEW LONDON COUNTY & SURROUNDING COUNTIES
- ▶ 31% Residents from OUT OF STATE

Sources: NLWaterfordAnalytics

## SPEEDBOWL AGE DEMOGRAPHICS



# SPEEDBOWL DEMOGRAPHICS



# ACTIVATE YOUR

## BRAND



MIDWAY & TRACK SIGNAGE

If you partner with the Speedbowl, there are endless visual opportunities to showcase your brand, impacting our fans and your potential customers. We offer signage on the track, midway area facing the parking area, concessions midway, and throughout the property.



PRINT & ONLINE

E-marketing, Consumer Promotions, Media Inclusion, Social Media & Nightly Race Schedules...the opportunities here are endless. Allow our flexible and creative marketing team to assemble a custom program suited for your needs!



SPONSORSHIPS

When you sponsor an individual Race Night, Special Event, Touring Series Event or Division Title...you own the night from event logo, to media, to P.A.'s, to on-site presence and hospitality for your invited guests!





*SPECIAL EVENT*

# SCHEDULE

Racing at the Speedbowl happens on Saturday nights, May through October, the New London Waterford Speedbowl also holds family-oriented events such as the Wild –n- Wacky Wednesdays, several Theme Nights and Sunday Spectacular Events throughout the year.



# ADVERTISING OPPORTUNITIES

## MIDWAY

- 1 CONTROL TOWER
- 2 MIDWAY BILLBOARD
- 3 ENTRANCE ALLEY
- 4 CONCESSION ROW
- 5 CONCESSION WRAP
- 6 CONCESSION COOLER
- 7 BEER GARDEN
- 8 TOWER BANNER
- 9 FENCE BANNER
- 10 DRIVER ARRIVAL AREA
- 11 ATM SHED
- 12 RESTROOM WAY

## TRACK

- 13 BACKSTRETCH BILLBOARD
- 14 INFEILD PIT WALL
- 15 PACE CAR
- TRACK WRECKER
- TRACK PICKUP
- TRACK ANNOUNCEMENTS

## PRINT & ONLINE

- NIGHTLY RACE SCHEDULES
- WEBSITE
- E-BLASTS
- VIP PARKING PASS & SIGN
- TITLE SPONSORSHIPS

# ADVERTISING

## PRICE LIST

### MIDWAY

Control Tower.....	\$12,000
Midway Billboard (4'x8') .....	\$1,250
Midway Billboard (4'x3') .....	\$750
Entrance Alley (9'x24') .....	\$2,500
Concession Row (10'x10').....	\$2,500
Concession Wrap (2'x70') .....	\$2,000
Concession Cooler (20'x10') .....	\$2,000
Beer Garden (12'x45') .....	\$10,000
Tower Banner (3'x5') .....	\$2,000
Fence Banner (3'x5') .....	\$500
Driver Arrival Area (8'x14') .....	\$2,500
ATM Shed (1.5'x8') .....	\$1,500
Restroom Way (8'x16') .....	\$2,500

### TRACK

Backstretch DBL Billboard (8'x32').....	\$7,000
Backstretch Billboard (8'x16').....	\$4,000
Infield Pit Wall (4'x6').....	\$2,500
Pace Car Hood .....	\$3,500
Pace Car Trunk.....	\$1,500
Pace Car Lower Qtr.....	\$1,500
Pace Car Fender.....	\$1,000
Track Wrecker.....	\$1,200
Track Pick-up.....	\$1,000
Track Announcements (3).....	\$25
Driveway Flags (min 5).....	\$500

### SPONSORSHIP

Thursday Night Title .....	\$1,500
Saturday Night Title .....	\$1,500

Division Title: SK Modifieds.....	\$8,000
Division Title: Late Models .....	\$6,000
Division Title: Ltd Sportsman .....	\$5,000
Division Title: Ministocks .....	\$5,000
Hand-out Promotion.....	\$1,000

### PRINT & ONLINE

Thursday Schedule (12) .....	\$250
Saturday Schedule (12).....	\$350
Thurs. & Sat. Schedule (24) .....	\$500
VIP Parking Passes & Sign (100) .....	\$2,000
Website: Leaderboard.....	\$500
Website: Rectangle.....	\$500
Website: Banner.....	\$500
Eblast.....	\$100

**ASK YOUR SALES REPRESENTATIVE FOR A COMPLETE LIST OF PARTNERSHIP OPPORTUNITIES.**