



PARTNERSHIPS

BUILT TO BE LEGENDARY

NASCAR FAST FACTS

NASCAR - NATIONAL ASSOCIATION OF STOCK CAR AUTO RACING

FOUNDED IN
1948

GOVERNS AND SANCTIONS

1,200+

races in 30 states, Canada,
Mexico and Europe

03 NATIONAL SERIES

06 TOURING SERIES

100 SANCTIONED RACE TRACKS

NATIONAL SERIES



TOURING SERIES





VISION

Be the premier sports hall of fame; be the leader in defining what it means to honor a sport; and be the defining destination asset for the Charlotte region.

MISSION

Drive economic impact for the Charlotte region; honor the history and heritage of NASCAR; cultivate loyalty for the NASCAR Hall of Fame and NASCAR through a multifaceted experience.

PARTNERSHIP OBJECTIVE

Combining both our assets and the ability to add authentic, custom elements, we deliver dynamic solutions to enhance your marketing platform and meet your business objectives.



ABOUT THE HALL

Distinct entertainment attraction honoring the history and heritage of NASCAR

Showcases more than **850** artifacts and **50** interactive exhibits

Features racing simulators and a pit crew challenge

5-ACRE SITE FEATURES

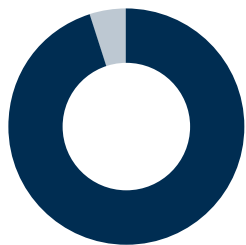
NASCAR Hall of Fame

NASCAR Plaza office tower

Charlotte Convention Center Crown Ballroom

1,000-space parking garage

TOP VISITOR STATS



90.4%

of attendees travel
farther than 50 miles

The NASCAR Hall of Fame was the
PRIMARY MOTIVATION OF TRAVEL
for **37%** of visitors to Charlotte



62%

of visitors stay in
Charlotte overnight
for an average of
2.98 nights

VISITORS CAME FROM ALL
50 STATES
IN 2018

MORE THAN HALF TRAVELED AT LEAST
440 MILES
with an average distance traveled of
564 miles

Travel parties average **2.66** people

> 150,000

People visited the Hall of Fame last year

TOP 10 DMA VISITOR MARKETS

CHARLOTTE
RALEIGH/ DURHAM
NEW YORK
GREENVILLE/
SPARTANBURG/
ASHEVILLE

GREENSBORO
ATLANTA
WASHINGTON, D.C.
PHILADELPHIA
BOSTON
LOS ANGELES

KEY DEMOGRAPHICS

62%

MALE

38%

FEMALE

Nearly **2/3** of attendees are avid fans

576,000

SOCIAL MEDIA ENGAGEMENTS IN 2018

237,000 FOLLOWERS



IN GOOD COMPANY



Bank of America



Smithfield



WHELEN

WELLS
FARGO

“The NASCAR Hall of Fame provides us with a unique opportunity to recognize heroic first responders alongside the greatest and most legendary names to ever compete in NASCAR. This ownable platform is a wonderful complement to our NASCAR series entitlements, track sponsorships, and our team and driver relationships.”

- Phil Kurze – Vice President of Motorsports – Whelen Engineering Company, Inc.

Keep up with latest NASCAR Hall of Fame news and information

nascarhall.com



TOUR OF THE HALL



CEREMONIAL PLAZA

Located outside the entrance to the facility, the Ceremonial Plaza is the site for special events including the Inductee granite markers presentation. Fans also can purchase a commemorative brick.



HIGH OCTANE THEATER

This 278-seat, state-of-the-art theater features a 12-minute film serving as an introduction to the history of NASCAR. Race viewing parties are also held here throughout the season.



MEMORABLE MOMENTS

This exhibit in the Theater Lobby highlights artifacts and other items that celebrate NASCAR history from the most recent season.

TOUR OF THE HALL



THE GREAT HALL

Known as the “Times Square of NASCAR,” the Great Hall is a large, open area just inside the facility that greets visitors as they enter. The area includes rotating exhibits and a signature “Fan Billboard” featuring large screens, lively graphics and interactive video content. The Great Hall averages 135 events per year.



GLORY ROAD

This signature exhibit features a banked ramp leading to the second floor of the facility. It showcases 18 historic cars and highlights 43 current and historic tracks. There are even opportunities for fans to walk up and experience race track inclines at 14 and 33 degrees.



HALL OF HONOR

This is the sacred area where NASCAR Hall of Fame Inductees are enshrined each year.

TOUR OF THE HALL



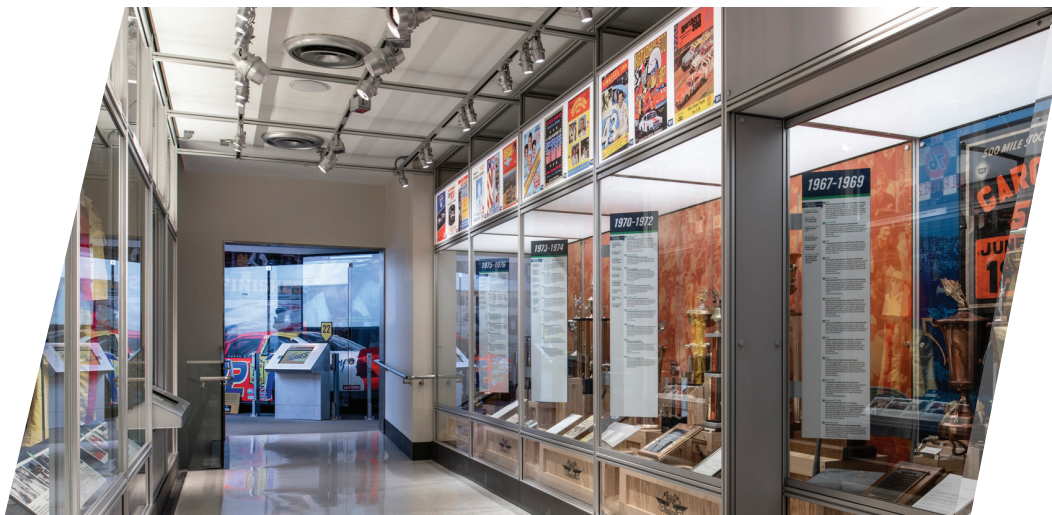
RACE WEEK

This interactive level provides a behind-the-scenes look of what each member of a NASCAR team experiences to prepare for race day. Highlights include realistic simulators, a pit crew challenge, a transporter and more.



RACING SIMULATORS

This state-of-the-art attraction in Race Week gives visitors a driver's experience and perspective on race day. The NASCAR Hall of Fame was the first to debut iRacing simulators.



HERITAGE SPEEDWAY

Individual galleries on the fourth level tell the story of more than 60 years of NASCAR history. This level also features the Whelen Hall of Champions and the Honoring Our Legacy Theater.

BY THE NUMBERS

300

EVENTS HELD ANNUALLY

200

TIRES IN THE FACILITY

45

HEIGHT IN FEET OF THE
CEILING IN THE GREAT HALL

20

NOMINEES EACH YEAR

05

INDUCTEES EACH YEAR

PITSTOP CAFE

THIS IS OUR SPORT.
THIS IS OUR HOUSE.

DRIVING SUCCESS

MORE THAN 17,000 STUDENTS

come to the NASCAR Hall of Fame for educational programming every year, hailing from 64 counties in the Carolinas, 15 additional states (AL, GA, KY, ME, MI, NJ, TN, WV, AZ, CA, HI, MT, NV, VA and WA) and Canada. The NASCAR Hall of Fame Foundation works to extend that reach and to address the deep-seated issues that detract from achievement and opportunity in communities throughout the United States. As a 501 (c)(3) nonprofit, our mission is to provide economically challenged students (pre-K through 12th grade) access to learning opportunities at the Hall of Fame that harness our sport's longstanding tradition of winning through innovation.

Through our three-tiered approach to educational programming, we work to ensure those students have a competitive edge that best equips them for life and drives their future success.



NASCAR HALL OF FAME EDUCATION WORKSHOPS COVER SUBJECTS INCLUDING:

Physical Science	Social Studies & History
Chemistry	Visual Arts
Language Arts	
Math & Geography	



The fastest laps in the race of life for students from economically challenged backgrounds begin with great starts in school. The programs provided by the NASCAR Hall of Fame give thousands of students a way to see the finish line and inspire them to cross it as winners."

DR. CLAYTON WILCOX
Superintendent, Charlotte-Mecklenburg Schools



MISSION

Provide access to educational opportunities at the NASCAR Hall of Fame that harness our sport's long-standing tradition of winning through innovation.

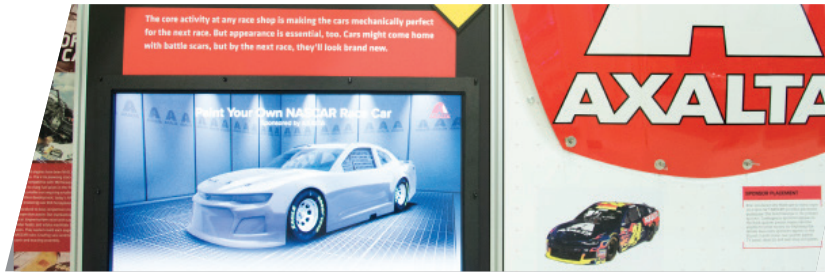
VISION

Ensure students have a competitive edge that best equips them for life and drives their future success.

WHY IT'S IMPORTANT

- There are approximately 50,000 students who are economically challenged in Charlotte-Mecklenburg Schools and nearly 140,000 in our seven-county N.C. Metropolitan Statistical Area. Many do not have the means to enjoy an educational field trip to the NASCAR Hall of Fame.
- Our education programs are endorsed by the Title I Program within Charlotte-Mecklenburg Schools, CMS Career and Technical Education Automotive Program, elementary and middle school science teachers, and STEM magnet coordinators.
- Access to NASCAR Hall of Fame educational programs and resources has been limited for schools and families facing economic challenges. Additional funding support will offset admission and transportation costs for students who need it most. Every \$15 donation will bring a student into the NASCAR Hall of Fame for an education workshop.

REDEFINING PARTNERSHIP



**WE BELIEVE LESS IS MORE
WHEN IT COMES TO CORPORATE
SPONSORSHIP. LESS PARTNERS,
BETTER BRANDS.**

**GAIN EXPOSURE, CREDIBILITY
AND RELEVANCE FOR YOUR
BRAND BY ASSOCIATING WITH THE
NASCAR HALL OF FAME**

Official Partner Status – Utilize the NASCAR Hall of Fame marks to engage our audience

Branding Entitlement – Own and brand an interactive portion of our highly-rated visitor exhibits and interactives

Promotions – Drive to retail campaigns, appearances and sweepstakes

Activation – NASCAR Hall of Fame Plaza, onsite tabling

Community – Education, Military, Foundation

Media – Digital and Social

Hospitality – Memberships, Group Nights, Private Events





PARTNERSHIPS

BUILT TO BE LEGENDARY

JOE FONTANETTA
CORPORATE PARTNERSHIP MANAGER

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