PARTNERSHIPS
BUILT TO BE LEGENDARY
# NASCAR Fast Facts

**NASCAR - NATIONAL ASSOCIATION OF STOCK CAR AUTO RACING**

<table>
<thead>
<tr>
<th>Founded In</th>
<th>National Series</th>
<th>Total National Series Races</th>
<th>Sanctioned Race Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>1,200+</td>
<td>03</td>
<td>06</td>
</tr>
<tr>
<td></td>
<td>races in 30 states, Canada, Mexico and Europe</td>
<td>100</td>
<td>100</td>
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</tbody>
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## National Series

- Monster Energy NASCAR Cup Series
- Xfinity Series
- Gander Outdoors Truck Series

## Touring Series

- K&N Pro Series
- NASCAR Whelen Modified Tour
- NASCAR Whelen Euro Series
- NASCAR Whelen All-American Series
- NASCAR Pinty's Series
- Peak NASCAR Mexico Series

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**NASCAR**

NASCAR - NATIONAL ASSOCIATION OF STOCK CAR AUTO RACING

GOVERNS AND SANCTIONS

NATIONAL SERIES

TOURING SERIES

SANCTIONED RACE TRACKS

races in 30 states, Canada, Mexico and Europe

03 NATIONAL SERIES

06 TOURING SERIES

100 SANCTIONED RACE TRACKS
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

> 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

SOCIAL MEDIA ENGAGEMENTS IN 2018

576,000 followers

KEY DEMOGRAPHICS

62% MALE
38% FEMALE

Nearly 2/3 of attendees are avid fans

237,000 followers
“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.
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
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
- Chemistry
- Language Arts
- Math & Geography
- Social Studies & History
- Visual Arts

“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.
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

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