

**NASCAR: DRIVING THE NARRATIVE**  
**UPDATE: 2021 – NASCAR PLAYOFFS**

**2021 SEASON: KEY MESSAGES**

- **NASCAR’s brand reputation is strong and continues to gain national relevance**
  - For the first time, NASCAR was honored with the most prestigious award in the sports industry – Sports League of the Year – at the 2021 Sports Business Awards. This is further validation of the strength of our sport and the direction we’re headed.
  - By navigating extraordinary challenges in 2020 and again this season, NASCAR continues to drive confidence in the sport’s ability to persevere and thrive during the most challenging of circumstances
  - NASCAR ratings remain stable while most major sports continue to see notable declines in 2021.
  - NASCAR is executing against a long-term strategic plan, with a strong leadership group that is committed to making bold decisions for the greater good of the sport.
  
- **NASCAR racing is as captivating and competitive as ever**
  - This year’s NASCAR Playoffs feature arguably the most talented crop of drivers in NASCAR history, highlighted by accomplished veterans etching their legacies, young stars with playoff and championship success, and the next generation of talent pursuing greatness.
  - NASCAR’s most popular driver, Chase Elliott, is defending his first NASCAR Cup Series Championship, as the next crop of stars (Kyle Larson, Ryan Blaney, William Byron) make their own playoff runs at championship glory.
  
- **NASCAR has embraced new audiences, new owners and new innovations**
  - NASCAR has strengthened its commitment to diversity, equity and inclusion across the industry and an enhanced DE&I platform is carrying the sport forward in this mission.
  - NASCAR’s dynamic schedule and new race team owners are bringing the sport to new tracks, new media markets, and new fans.
  - NASCAR introduced its Next Gen car, a massive industry undertaking that will make its debut on the track in 2022.
  
- **The NASCAR fan experience is immersive, diverse and best-in-class**
  - There is nothing like the thrill and excitement of attending a race live and this season we’re welcoming both new and longtime fans to the track.
  - NASCAR offers the most immersive digital experience in sports – from live, in-car cameras to augmented reality to fantasy games and more.
  - Growth initiatives like esports, sports betting and OTT are redefining NASCAR fan engagement while connecting the sport with new audiences.
  
- **NASCAR continues to drive value for brands invested in the sport**
  - NASCAR partnerships are among the most recognized in all of sports; fans actively support, engage and spend with the companies invested across the industry.
  - Key growth initiatives are offering new opportunities for partners to engage fans, while opening the door to new brands entering the sport.
  - Team sponsorship is thriving with new brands entering the sport including Subway, Dr. Pepper, Columbia, Adrenaline Shoc, TikTok and Kohler.

## KEY INSIGHTS

### Television

- Through the 2021 regular season (DAYTONA 500-Coke Zero Sugar 400), NASCAR Cup Series events have averaged a 1.88 rating, with an average of 3.2 million viewers tuned in. Viewership is off -4% compared to 2020 and off -5% when compared to 2019
  - These results are impressive when considering the rain-impacted DAYTONA 500 started the season off -35% vs. 2020 and -47% vs. 2019
  - If excluding the DAYTONA 500 from all years and comparing performance across Races 2-26, viewership is equal to 2020 and +3% over 2019
  - Household share is up compared to both 2020 and 2019, showing that a higher proportion of homes watching any television programming during the race are watching NASCAR
- NASCAR consistently ranks as the #1 or #2 most-viewed sport of the weekend (17 of 26 races)
- Impressive results are not limited to the NASCAR Cup Series:
  - NASCAR Xfinity Series: viewership is up +7% year-over-year
  - NASCAR Camping World Truck Series: viewership is up +18% year-over-year
- NASCAR is a clear leader when it comes to performance on cable television
  - From January through August, 23 of the top 25 telecasts on FS1 were NASCAR-related programming & the top 10 telecasts on NBCSN were NASCAR-related programming

### Digital & Social Engagement

- In 2021, NASCAR Digital platforms are performing exceptionally well compared to 2020. Through this past weekend (8/27 – 8/29), NDM's platforms have seen:
  - +10% increase in unique users on NASCAR.com (446K more per month)
  - +6% increase in NASCAR.com page views season to-date YOY (38.5M more)
  - +155% increase in Podcast Downloads (865,000 YTD)
- 92.8 million off-platform syndicated partner video views have been consumed year-to-date
- NASCAR Social channels have gained +721K net followers this year across Facebook, Twitter, Instagram, TikTok and YouTube
- Through the Coke Zero Sugar 400, NASCAR Social channels have generated 64.5 million engagements across Facebook, Twitter, Instagram, TikTok, and YouTube
- NASCAR Social channels have a current average engagement rate of 5.9% across all five official social platforms, which is up +26% compared to the 2020 season average

### Racing

- The regular season saw 14 different winners, tied for the second-highest number in the Playoff Era.
- This season has seen an increase in green flag passes of +13.2% compared to last year, and the highest total of green flag passes for the lead through 26 races (79,767) since 2007.
- The 2021 season is averaging 26.7 green flag passes for the lead per race – up 20.8% from the 15-year average of 22.1 per race through the first 26 races of the seas
- During the regular season, three race tracks have seen records set for green flag passes – Homestead-Miami Speedway (34), Las Vegas Motor Speedway (56) and Michigan (42).

### ***Fan Development***

- NASCAR is attracting new fans to the track in 2021
  - Nearly 30% of event attendees this season are new
  - New attendees are twice as likely to be below age 35 (compared to returning fans)
  - New attendees are more likely to be female
  - 41% of those camping for 2021 events are new fans (+14% increase vs. 2019)
- Millennial and Gen Z audiences are driving NASCAR social media growth
  - Each audience grew by 19% on social between the 2020 DAYTONA 500 and 2021 DAYTONA 500 (Zoomph, 2021)
- NASCAR fans and non-rejectors continue to grow interest in the sport at a higher rate than those decreasing interest (nearly 2:1)
  - Those who indicate their interest is increasing are 63% more likely to be between the ages of 18-34 (Performance Research, Custom Study, 2021)
  - Those who indicate their interest is increasing are 43% more likely to be a person of color (Performance Research, Custom Study, 2021)

### ***Brand & Experience Sentiment***

- Among the overall U.S. population, people are 2.4X as likely to have heard something positive about NASCAR versus negative in the past two weeks.
  - In markets where there are NASCAR tracks, the gap is even greater at 3.5X.
- Through regular season NASCAR events, overall satisfaction among event attendees is up 3% vs. regular season 2019.
  - Overall satisfaction is +11% vs. 2019 among first time guests
- Likelihood to renew and to return, as well as satisfaction with ticket value are all seeing double-digit increases vs. 2019.

## EARNED MEDIA HIGHLIGHTS

### Enterprise Storytelling

- Sports Business Journal: [Adam Silver, NASCAR Big winners at SBA's](#)
- FOXSports.com: [NASCAR hoping that uptick in fan attendance, improved demographics become trend](#)
- Daytona Beach News Journal: [League of the Year! NASCAR recognized for its 2020 efforts on and off the track](#)
- Jack Arute's Wind Tunnel Podcast: [Ben Kennedy talks about NASCAR winning SBJ's League of the Year – Jack Arute's Wind Tunnel Podcast](#)
- Engine Builder: [Julie Giese Named To Engine Builder Magazine's Women in Motorsports' Class of 2021](#)
- Boston Globe: [A much different NASCAR excited about this weekend's return to Loudon](#)
- Inside Tailgating.com: [NASCAR Camping: The Perfect Family Tailgating Weekend](#)
- Sirius XM Radio: [Brian Herbst Discusses NASCAR's First Half Ratings](#)
- ESPN: [NFL Hall of Famer Emmitt Smith joins Xfinity Series team as part owner](#)



### Notable National Driver Interviews



- Kyle Busch: [SportsNation – ESPN+](#)
- Fox Sports: [Kyle Larson - Lights Out Podcast with Shawne Merriman \(FOX Sports\)](#)
- Brad Keselowski - [The Doug Gottlieb Show - FOX Sports Radio](#)
- Bubba Wallace - [The Dan Le Batard Show](#)
- Chase Elliott - [Marty & McGee - Chase Elliott - 7.10](#)
- Kurt Busch - [Barstool Racing - Kurt Busch - 7.13](#)
- Ryan Blaney - [Dan Ahdoot Poscast - Ryan Blaney - aired on 7.28](#)

### Diversity, Equity & Inclusion

- SI.com: [Alvin Kamara: Duel-Sport Influencer, NASCAR & NFL](#)
- Associated Press: [All-Pro Alvin Kamara now advising NASCAR on growing fan base](#)
- NBCSports.com: [A card-carrying believer, Alvin Kamara has 'lots of ideas' to bring new fans into NASCAR](#)
- Associated Press: [Nearly 60 Years Later, Wendell Scott finally gets his trophy from NASCAR](#)
- Charlotte Observer: [Wendell Scott's NASCAR trophy is finally going home, after nearly 60 years](#)
- Danville Register & Bee: [After nearly 60 years, NASCAR presents Wendell Scott's family a trophy commemorating 1963 victory in Florida](#)
- Spectrum 1 News/Charlotte: [Breanna O'Lary and Coach Phill talk about the Drive for Diversity Pit Crew](#)
- The Athletic: [Rajah Caruth is a quick study as he builds his resume](#)
- Univision Orlando: [Conoce todas las actividades que puedes hacer en familia en el Daytona International Speedway](#)
- Univision Bay Area: [Conoce al piloto mexicano Daniel Suarez, único latino en la máxima categoría de NASCAR](#)



## Esports

- Forbes: [NASCAR Launches New International iRacing Series](#)
- Heavy.com: [NASCAR & Allied Esports Partner for Gaming Truck Tour](#)
- Esports Insider: [Logitech G announced as latest eNASCAR partner](#)
- Windows Central: [NASCAR 21 Ignition revealed, new physics make it more than just a yearly upgrade](#)
- IGN: [First Trailer for NASCAR 21: Ignition Unveiled, New Series Arrives in October](#)
- Motorsport.com: [NASCAR 21: Ignition unveiled, arrives 28th October](#)
- Forbes: [Motorsport Games Announces Launch Date For A Rebranded Nascar Video Game](#)
- Racer.com: [eNASCAR playoff field set after last-lap thriller](#)
- CNET: [Future NASCAR tracks will be designed virtually in iRacing](#)



## Sports Betting

- Arizona Republic: [Barstool Sportsbook named exclusive sportsbook of Phoenix Raceway](#)
- Arizona Sports: [NASCAR plans Phoenix Raceway sportsbook with Barstool](#)
- EGR: [Barstool Sportsbook heading to Arizona via expanded NASCAR deal](#)
- Yogonet - [NASCAR launches betting education initiatives with BetMGM, Barstool, WynnBET and AGA](#)
- Insider Sport - [NASCAR announces plans for betting education project](#)

## Entertainment Marketing

- Deadline: [NASCAR Docuseries Ordered By USA Network](#)
- Sports Business Daily: [NASCAR to Produce Docuseries on Cup Playoffs](#)
- The Enterprise: [NASCAR and National Science Teaching Association launch new Science and STEM curriculum for teachers nationwide](#)
- Deadline: [Will Smith's Westbrook Studios, The Chainsmokers And NASCAR Team On Rom Com 'Clean Air' At Amazon Studios, Alison Rose Greenberg Penning Script](#)
- Cinema Blend: [Will Smith, The Chainsmokers And NASCAR Are Teaming Up To Produce A Rom-Com, No Really](#)

## Team Sponsorships

- Sports Business Daily: [Subway re-enters NASCAR with Stewart-Haas deal](#)
- AP Sports: [Kyle Larson lands extension, full sponsorship through 2023](#)
- CNBC: [NASCAR Driver Landon Cassill and Voyager's Stephen Ehrlich join CNBC to discuss his new crypto partnership with Voyager](#)
- NBC Sports: [Roush Fenway Racing extends deal with Fifth Third Bank](#)
- PopCulture: [NASCAR: Michael Jordan, Denny Hamlin Add Top Driver to 23XI Racing](#)
- SportsProMedia: [Triller enters Nascar with Toni Breidinger sponsorship](#)
- Heavy.com: [Brandon Brown 'Grabs Life by the Beans' With New Sponsor](#)
- NBC Sports: [Auto-Owners Insurance renews sponsorship with JGR, Martin Truex Jr.](#)
- KickinTheTires.net: [Fifth Third Bank Rejoins Roush Fenway Racing On Chris Buescher's No. 17 Ford](#)