

# ARCA

## 2009 PREVIEW

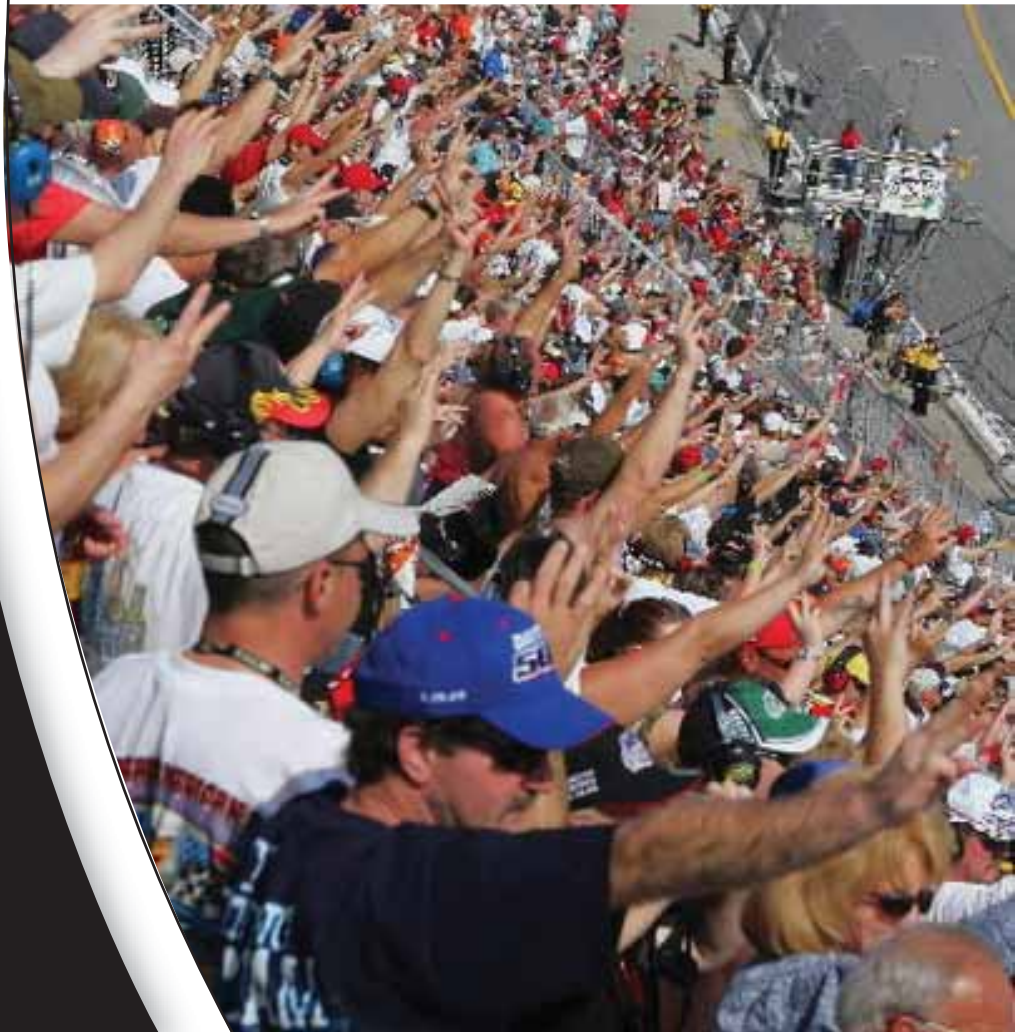




## Welcome...

Welcome to ARCA, the Automobile Racing Club of America, and the ARCA RE/MAX Series - a high-octane, fast-paced professional racing series for stock car racing.

Auto Racing has captured the imagination of the 21st century sports marketer. From the national media to the Fortune 500 list, motorsports has become the number one event-marketing component in the United States. And despite the immense popularity increase over the last decade, stock car racing continues to be the fastest growing spectator sport in the world.





**Automobile Racing  
Club of America**

*Established in 1953*

***Celebrating 57 years of National Championship  
Stock Car Racing***

➤ History    ➤ Heritage    ➤ Stability    ➤ Integrity



Left to Right: ARCA Founder John Marcum, NASCAR Founder Bill France Sr. and Bill France Jr., 1964





## Veteran Teams and Drivers

Veteran teams and drivers comprise the foundation of the series, including:

- ▶ Nine-time ARCA RE/MAX Series Champion Driver Frank Kimmel
- ▶ Nine-time ARCA RE/MAX Series Champion Owner Larry Clement
- ▶ Two-time ARCA RE/MAX Series Champion and current car owner Bill Venturini
- ▶ 1995 ARCA RE/MAX Series Champion and current car owner Andy Hillenburg
- ▶ 1986 ARCA Rookie of the Year and 20 year ARCA Veteran, current car owner Mark Gibson
- ▶ 1988 ARCA Rookie of the Year and five-time ARCA 200 at Daytona winner Bobby Gerhart





## Driver Development

The Series has long been known as a development platform for aspiring drivers, and many of today's top NASCAR teams use ARCA as proving grounds for developing young drivers, including:

- Gillette Evernham Motorsports
- Hendrick Motorsports
- Bill Davis Racing
- Penske Racing
- Roush Fenway Racing
- Curb/Baker Motorsports
- Richard Childress Racing
- Rusty Wallace, Inc.
- JR Motorsports
- Dale Earnhardt Incorporated





## Driver Development

In addition to the NASCAR Teams using ARCA as a training ground, several independent teams field development programs within the series, including:

- Cunningham Motorsports / Dodge Development Team
- Andy Belmont Racing
- Roulo Brothers Racing
- Eddie Sharp Racing Development
- Venturini Motorsports
- Win-Tron Racing
- RAB Racing, Inc.





## Series Title Sponsor

Since 2001, RE/MAX International has been the Series Title Sponsor for the ARCA RE/MAX Series.

With more than 110,000 agents in over 7,000 offices worldwide, RE/MAX is the Worldwide Leader in Real Estate.

ARCA and RE/MAX Officials recently announced an agreement extension through the 2011 season, becoming the longest running national championship series title sponsorship in motorsports.



TALLADEGA



## Manufacturer Participation



**TOYOTA**



**DODGE**





## Corporate Involvement

Series marketing participation ranges from traditional to a widely diversified mix of non-automotive products and services. Ranging from team sponsors to event sponsors to TV advertisers, ARCA's family of corporate sponsors represents a mix of manufacturers and retailers, from Fortune 500 firms to regional business groups.

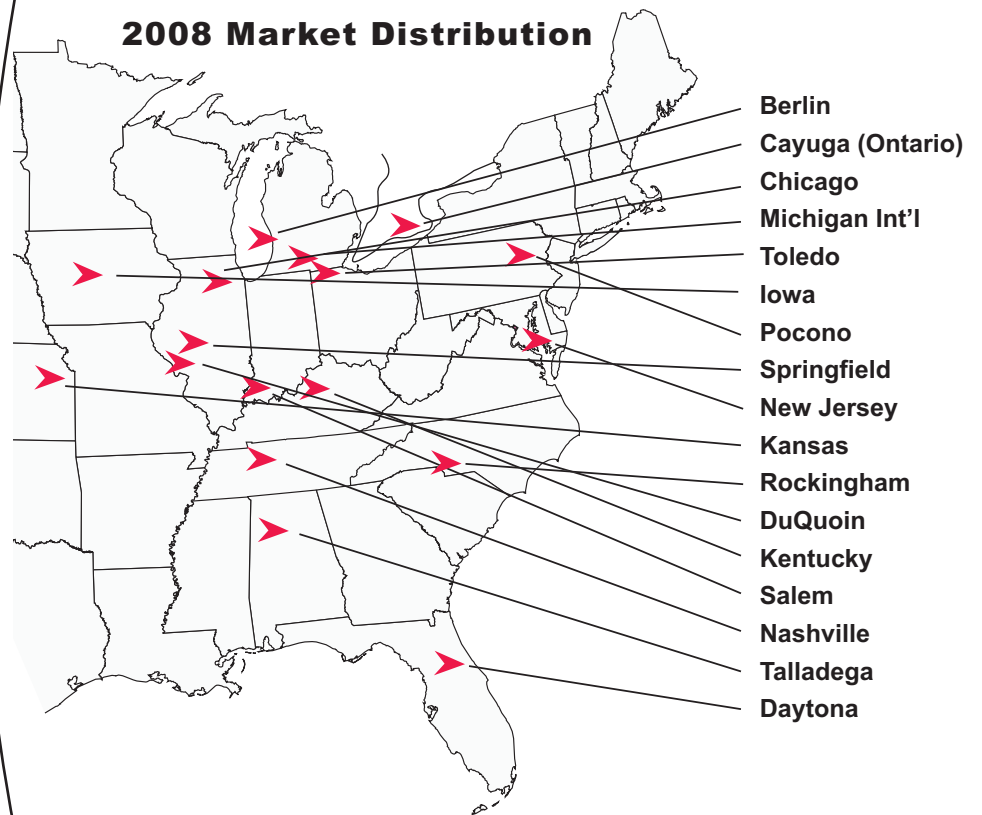




## Distribution

The ARCA RE/MAX Series season annually consists of a 20-23 race schedule of events, visiting up to 18 major markets in more than a dozen states.

### 2008 Market Distribution



Series officials are forecasting a 20+ race schedule for 2009, with the season spanning from early February thru mid-October.





## The Best Markets

The ARCA RE/MAX Series will visit 15 of the top 100 markets in the U.S., including four of the top 20.

Track	Rank	Designated Market Area (DMA)	TV Households	% of US
Chicagoland	3	Chicago, IL	2,455,020	3.10
Pocono	4	Philadelphia, PA	2,941,450	2.642
Michigan	11	Detroit, MI	1,938,320	1.741
Daytona	19	Orlando/Daytona Beach, FL	1,395,830	1.254
Rockingham	25	Charlotte, NC	1,085,540	0.962
Nashville	30	Nashville, TN	944,100	0.848
Kansas	31	Kansas City, MO	913,280	0.82
Kentucky	33	Cincinnati, OH	886,910	0.797
Berlin	39	Grand Rapids/Kalamazoo, MI	734,670	0.66
Talladega	40	Birmingham/Anniston, AL	723,210	0.65
Salem	48	Louisville, KY	648,190	0.582
Toledo	71	Toledo, OH	425,820	0.382
Iowa	73	Des Moines, IA	417,900	0.375
DuQuoin	80	Cape Girardeau, MO/Harrisburg, IL	384,510	0.345
Springfield	82	Champaign/Springfield, IL	378,150	0.34





## Attendance

With venues ranging in size from 4/10 of a mile to 2.66 miles, and seating capacities from 7,500 to 200,000, average attendance is in the 20,000 range overall.

Year	Total Attendance	Average Attendance
2007	483,150	21,006

### 2008 Year To Date Attendance

Date	Event	Attendance
2/9/08	Daytona Int'l Speedway	90,000
4/13/08	Salem Speedway	1,600
4/19/08	Iowa Speedway	16,000
4/26/08	Kansas Speedway	10,000
5/4/08	Rockingham Speedway	19,000
5/10/08	Kentucky Speedway	10,500
5/18/08	Toledo Speedway	5,000
6/7/08	Pocono Raceway	30,000
6/13/08	Michigan Int'l Speedway	25,000
6/29/08	Cayuga Motor Speedway	2,000
7/18/08	Kentucky Speedway	5,000
7/26/08	Berlin Raceway	5,000
8/2/08	Pocono Raceway	<u>40,000</u>
	TOTAL ATTENDANCE	259,100
	AVERAGE ATTENDANCE	19,930





## Venues

The ARCA RE/MAX Series annually visits some of the biggest motorsports stages in North America, including the superspeedways of Daytona, Pocono and Talladega, ultra-modern tracks in Chicago and Kansas and the historic Rockingham Speedway.

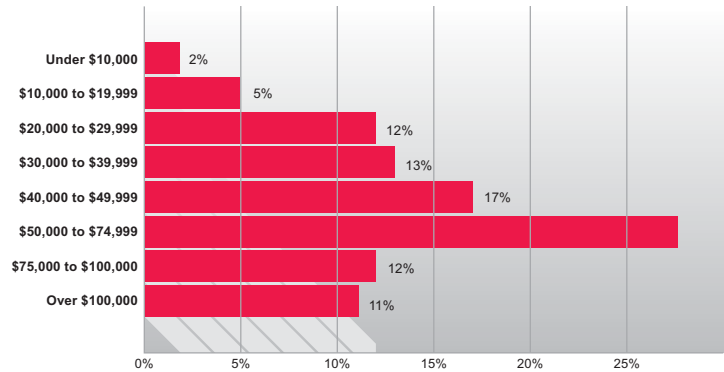




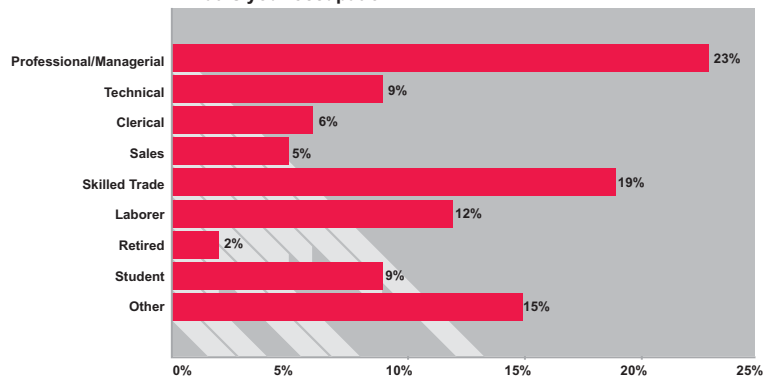
## On-Site Demographics

The 2007 ARCA RE/MAX Series Demographic Survey reveals that ARCA Fans are among the most sought-after demographic for sports marketers.

2007 Total Family Income

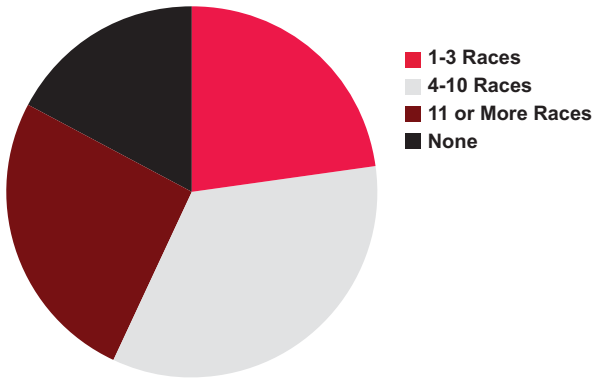


What is your occupation?

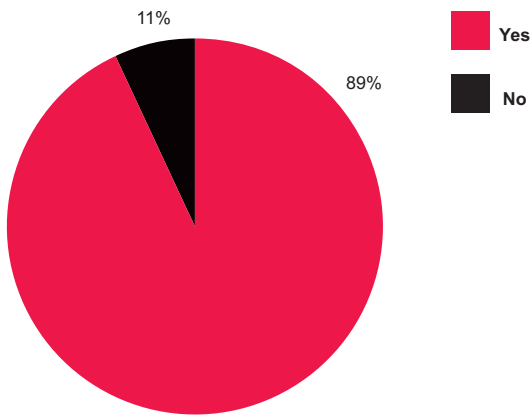




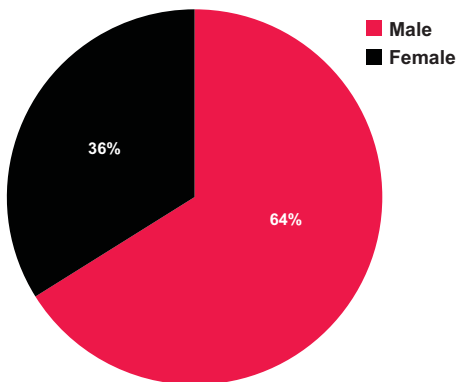
How many ARCA races did you watch on TV in 2007?



Do you purchase brand-name products that sponsor racing?



Are you male or female?





## **Coast to Coast, Border to Border, and Worldwide Exposure**

Over the years, the ARCA RE/MAX Series has appeared on ABC, ESPN, TBS, TNT and many other networks, including current broadcast partner SPEED. 2009 will mark the second year of a multi-year agreement with SPEED for approximately 50 percent of the events. Series officials are negotiating with additional networks for coverage of the remainder of the schedule.

## **International Distribution**

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- 5 Continents
- 37 Countries
- Over 10 Million Viewers

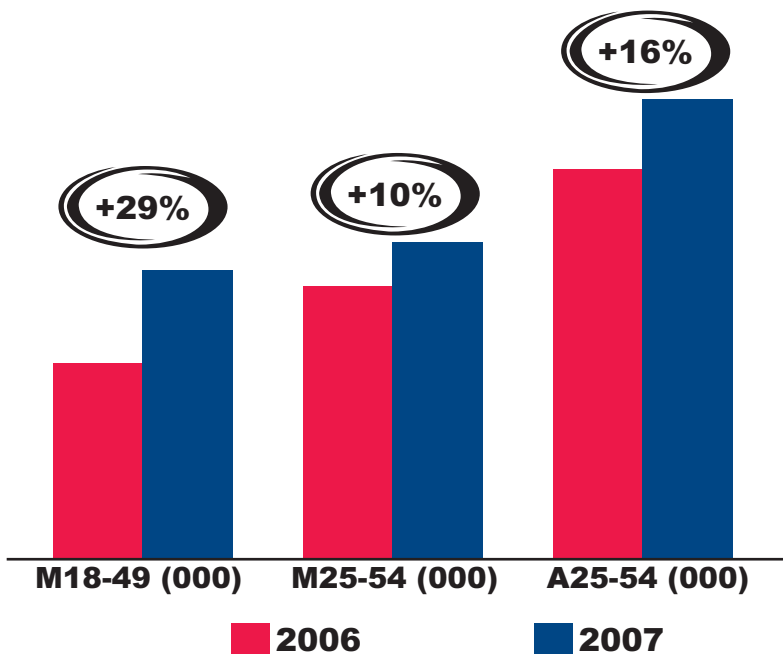




## SPEED/ARCA Demographics

Demographics	SPEED Prime	ARCA RE/MAX Series
Penetration	72.4M Homes (Dec.'07)	72.4M HOMES (DEC.'07)
Median Age	44.8	50.7
Median HH Income	\$53K	\$53K
Gender Skew (Base: P2+)	73% Male 27 % Male	69% Male 31% Female
Household Delivery	175K	235K
Men 18-49 Delivery	87K	94K
Men 25-54 Delivery	91K	102K
Adults 25-54 Delivery	122K	146K

## ARCA Audience Growth





## By the Numbers...

For each of the past four years, ARCA RE/MAX Series Racing has been one of the top 4 rated series on the network, and as high as the second highest rated. The Daytona ARCA 200 is annually one of the top five rated programs of all programming on SPEED.

2005			
Race	Media	Rating	Viewers
Daytona*	SPEED	1.2	1,228,800
Nashville*	SPEED	0.75	774,000
Salem			
Kentucky			
Toledo*	SPEED	0.4	412,800
Lanier			
Milwaukee*	SPEED	0.2	206,400
Pocono*	SPEED	0.6	619,200
Michigan*	SPEED	0.8	825,600
Kansas			
Kentucky*	SPEED	0.6	612,500
Berlin			
Pocono*	SPEED	0.4	412,800
Gateway*		0.4	421,800
Lake Erie			
Nashville*	SPEED	0.3	314,000
Michigan*	SPEED	0.4	421,000
Springfield			
Toledo*	SPEED	0.3	313,920
DuQuoin			
Chicago*	SPEED	0.3	314,000
Salem			
Talladega*	SPEED	0.4	412,800
Total Viewers			7,289,620
Average Viewers Per Event			520,687
Average NCR			0.5

2006			
Race	Media	Rating	Viewers
Daytona*	SPEED	1.2	1,282,560
Nashville*	SPEED	0.5	536,000
Salem			
Winchester			
Kentucky			
Toledo*	SPEED	0.28	300,160
Pocono*	SPEED	0.48	531,024
Michigan*	SPEED	0.4	428,800
Kansas*	SPEED	0.36	385,920
Kentucky*	SPEED	0.57	506,103
Berlin			
Pocono*	SPEED	0.79	701,441
Gateway*	SPEED	0.6	532,740
Nashville*	SPEED	0.2	214,400
Michigan*	SPEED	0.4	436,224
Springfield			
Milwaukee			
Toledo*	SPEED	0.33	293,007
DuQuoin			
Chicago*	SPEED	0.39	346,281
Salem			
Talladega*	SPEED	0.6	532,740
Iowa*	SPEED	0.6	532,740
Total Viewers			7,560,140
Average Viewers Per Event			540,010
Average NCR			0.51







## Beginning in 2008, race fans communicate in real time via arcaracing.com

ARCA NATION is a community-based social networking enhancement to arcaracing.com that allows fans, teams, sponsors and ARCA to communicate in real time. The "My Space" type forum for motorsports was introduced during the first quarter of 2008 and has catapulted the capture of fan data, vital to sponsors within the series. ARCA NATION serves as a fan-friendly extension to arcaracing.com, the official website of the ARCA RE/MAX Series, the ARCA Lincoln Welders Truck Series, Flat Rock Speedway, Toledo Speedway and all ARCA-branded properties.

Recent enhancements to arcaracing.com have included the debut of the ARCA Racing Network, which provides live, flag-to-flag coverage of select ARCA RE/MAX Series and ARCA Lincoln Welders Truck Series events through streaming audio broadcasts. The audio feed accompanies arcaracing.com's popular live timing and scoring feature, which is available free of charge to race fans for all on-track sessions of the ARCA RE/MAX Series.

The ARCA Racing Network also includes Inside ARCA Radio, weekly Tuesday night programming that streams live on arcaracing.com and in the Toledo, Ohio, market on WCWA-AM 1230 radio. Each week on Inside the ARCA RE/MAX Series and Inside ARCA, hosts Charlie Turner and Steve Wronkovicz provide listeners with unparalleled ARCA content, including race winner interviews, special guests, statistics, results, news and notes.





## One-On-One Interaction

ARCA RE/MAX Series racing still provides fans, customers and clients with the opportunity to meet the participants up-close and personal on race day. While other forms of racing are leaning towards keeping fans out of restricted areas, ARCA continues to welcome race fans with open arms. These types of experiential opportunities can, and will, provide lifelong impressions.

## Marketing Power

From world-wide exposure to one-on-one interaction, ARCA's power is it's reach, accessibility and value proposition. The return on investment through an ARCA Marketing Program is measurable and quantifiable.

The power of motorsports marketing... Through the ARCA RE/MAX Series... Experience the power for yourself...





## **Thank you**

For taking a few minutes to explore the ARCA RE/MAX Series. To learn more about ARCA, and the ARCA RE/MAX Series, please visit our website at [www.arcaracing.com](http://www.arcaracing.com).

## **For more information, contact:**

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