

NASCAR CAMPAIGN PITCH

LEGACY GROUP

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EXECUTIVE SUMMARY

After identifying a few key values within Generation Z and their preconceived notions of NASCAR, The Legacy Group has built a campaign that emphasizes the unique experience the Chicago Street Race offers and highlights that NASCAR is an exciting entertainment option that allows all generations to step out of their comfort zone.

This campaign centers around utilizing the sights and sounds of Chicago to attract a younger demographic. Through authentic and interactive experiences, this campaign will generate organic attention and genuine relationships with our target audiences. When “NASCAR meets the streets,” a new generation of NASCAR fans will be eagerly awaiting.



PIT CREW

CREATIVE DIRECTOR



***SYDNEY
PALMER***

PROJECT MANAGER



***JULIANNA
SMITH***



***ABBY
WALSH***



***LIZZY
CRUMLY***



***BREANNE
RODGERS***



***HAYDN
BREWER***



***JENEVIEVE
VISELLI***



CLIENT OVERVIEW



NASCAR has spent the better part of the past two decades rebranding itself. With a steep decline in viewership and attendance and a reputation for being a male-dominated community, NASCAR realized it was time to evolve. In order to appeal to a more diverse audience, NASCAR is making changes to create an inclusive environment where anyone who is interested in racing can feel welcome to participate. Expanding viewership in Gen Z has been a primary focus for NASCAR over the past few years. Through expanding online platforms and strengthening its social media presence, NASCAR has been able to reach younger viewers like never before; and the NASCAR Chicago Street Race offers the perfect opportunity to expand that reach even further. Therefore, the purpose of this campaign is to attract Gen Z viewership, attendance, and awareness for the 2023 Chicago Street Race weekend.



CLIENT MARKETING GOALS

#1

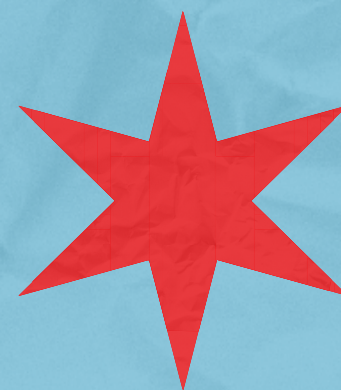
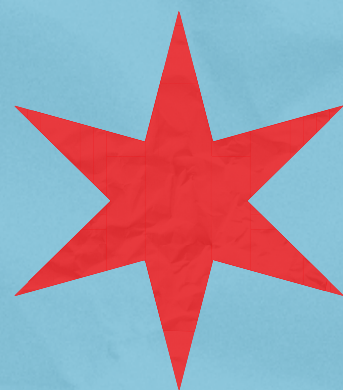
Increase viewership among new Gen Z fans for the 2023 Chicago Street Race.

#2

Increase attendance among new Gen Z fans for the race and its various attractions during the race weekend.



RESEARCH



WHAT PERCENT OF GEN Z USES...



68%



76%



62%

Reaching Gen Z
through their primary
social media platforms
gives our audience
the opportunity to
be part of a unique
and accessible
environment
compared to a
traditional NASCAR
race.



NASCAR's
fan base is
69% male
and **31%**
female.

The active
age range
of NASCAR's
audience is
25-34.

Because Gen Z is not in
the active age range
for NASCAR, it does not
have enough knowledge
of NASCAR or NASCAR's
entertainment value to
pique its interest.

"I love watching sports with my
friends and the Chicago Street
Race is something we've never
seen before. It sounds like an
unreal experience we would
need to fly out and see in person
together."

- Finn P., 20, Birmingham, AL

"The street race is a new
opportunity for NASCAR to
engage the crowd in an
experience of **excitement**
and **adrenaline** that you don't
typically see in other races. The
fact that the cars will literally be
going down Michigan Avenue is
absolutely iconic."

- Elle W., 19, Boulder, CO

"As someone who is moving to
Chicago after graduation, the
Street Race is an event to look
forward to and hopefully an
opportunity to meet new people
who enjoy going to entertaining
events."

- Hailey P., 21, Portland, OR



PROBLEM STATEMENT

The main issue our campaign addresses is that NASCAR faces a lack of **awareness** from younger generations, primarily Generation Z. The NASCAR Chicago Street Race

Weekend poses an exciting opportunity to **increase engagement** between Gen Z and NASCAR through the primary channels utilized by the younger generations.

**ONLY 26% OF GEN Z
CONSIDER THEMSELVES
AVID OR CASUAL
NASCAR FANS**

“People my age would be more interested in NASCAR if we knew they were doing cool things like the NASCAR Chicago Street Race.” - Andrew L., 21



KEY INSIGHT

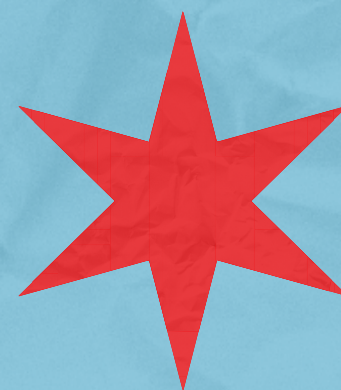
People in our audience value the ability to “**step out of their comfort zones**” online while still valuing the comfort of their more personal offline relationships.

The 2023 Chicago Street Race gives our audience the opportunity to be a part of a **high-energy** racing event that brings them on an immersive tour of the landmarks and scenery of Chicago. NASCAR is offering a thrilling, unique opportunity for a new generation of fans to connect with NASCAR.

POSITIONING STATEMENT



STRATEGY



BIG IDEA



Our research shows that Gen Z takes interest in new experiences that they see as unique and exciting. This is why we are confident that by leaning into the **sights** and **sounds** of Chicago to showcase the NASCAR Street Race, we can pique the interest of a new generation of fans who were unaware of the unexpectedly unique experience NASCAR has to offer.



COMMUNICATION GOALS

DIALOGUE

INCREASE INTERACTIVITY AND TWO-WAY COMMUNICATION BETWEEN NASCAR AND GENERATION Z THROUGH DIGITAL PLATFORMS

DIVERSITY

DEVELOP A PLATFORM OF DIVERSE VOICES AMONG GENERATION Z THAT WILL ENCOURAGE OTHERS TO ENGAGE WITH NASCAR

AWARENESS

GENERATE ONLINE DISCUSSIONS AMONGST GEN Z AND ITS DIGITAL COMMUNITY ABOUT THE NASCAR CHICAGO STREET RACE

EDUCATION

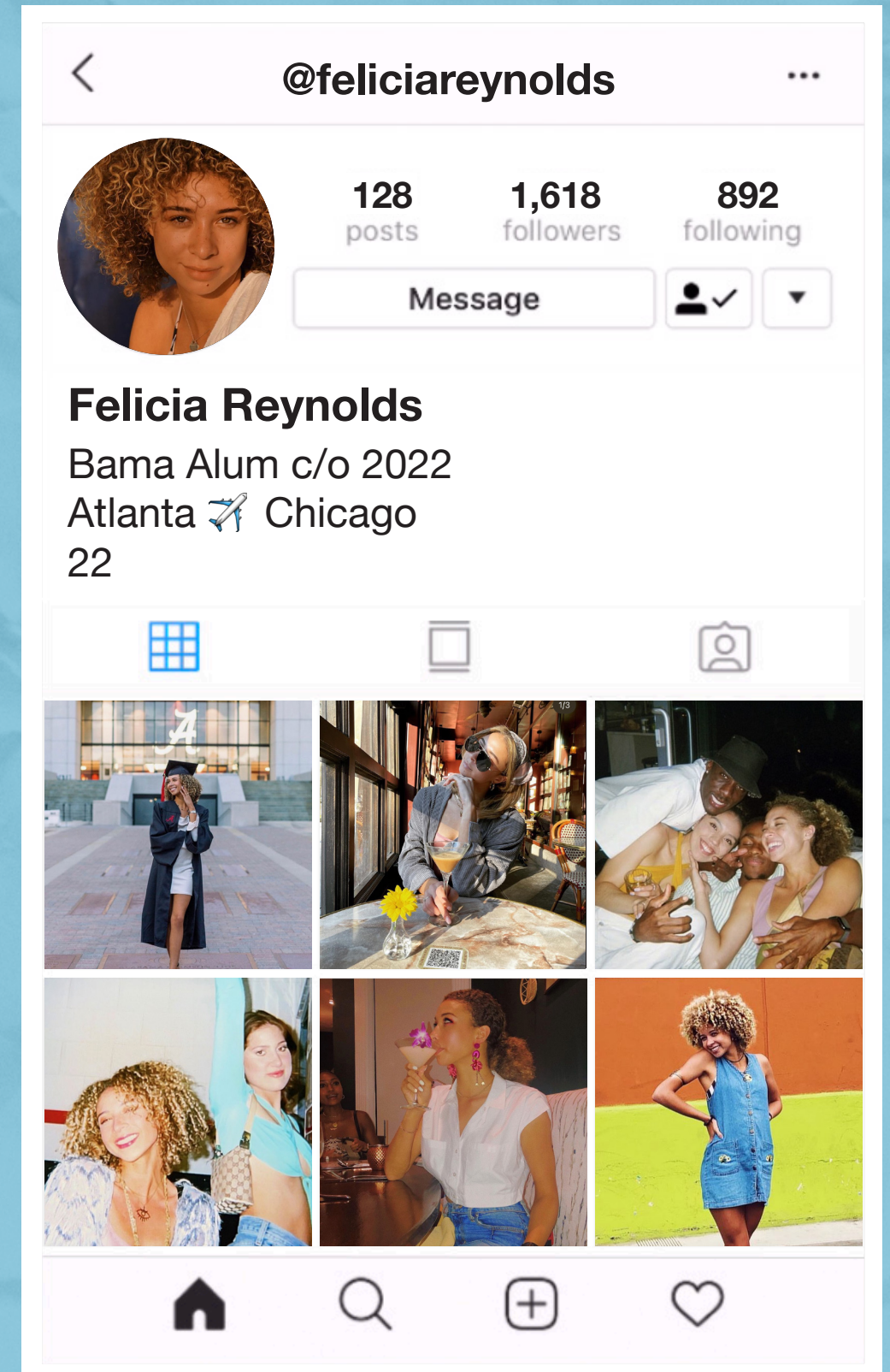
CULTIVATE KNOWLEDGE ABOUT THE UNIQUENESS OF NASCAR AS A PROFESSIONAL SPORT TO CREATE INTEREST AMONG GEN Z.



PRIMARY AUDIENCE

Felicia “Life of the Party” Reynolds
Females Aged 21-25

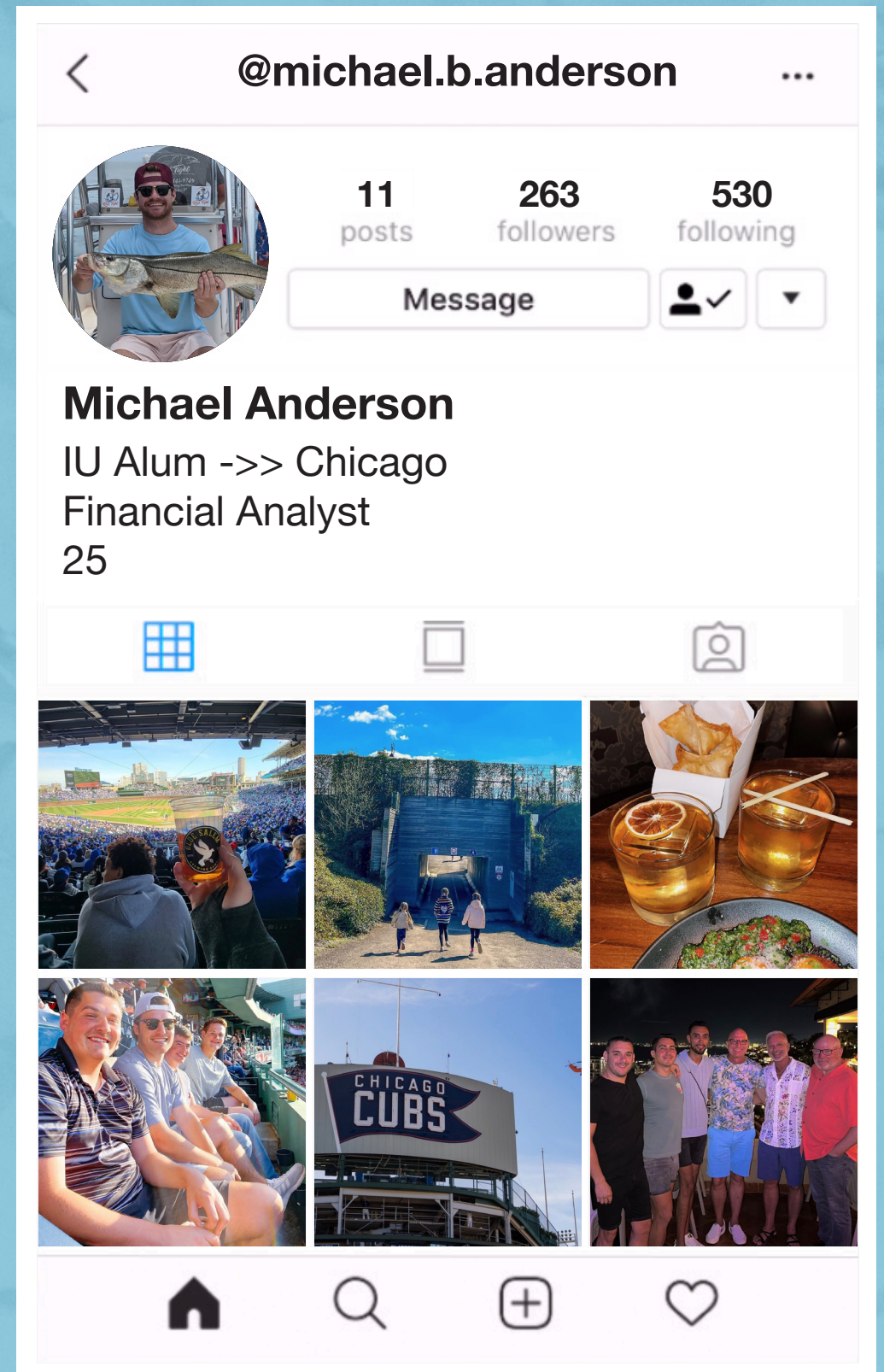
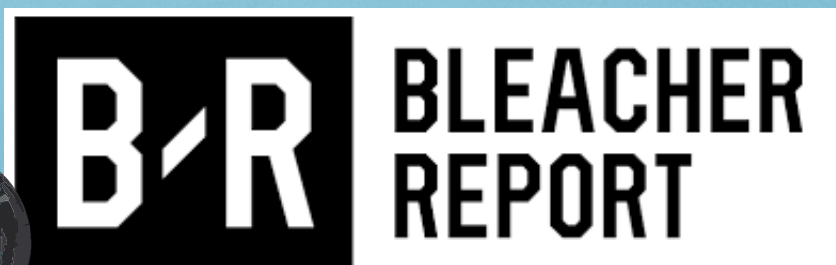
Felicia is always open to new social experiences and stepping out of her comfort zone with her friends. She’s the type of friend you call on a Friday night to kick off the weekend, and the one driving you through the McDonald’s drive-through on Saturday morning. But behind her outgoing and bubbly personality is a smart, driven young woman involved in many organizations. In her free time, Felicia enjoys shopping, hanging out with her friends and scrolling Tiktok.



SECONDARY AUDIENCE

Michael “**Post-Grad Urban Transplant**” Anderson
Males Aged 22-26

Michael is the textbook definition of nice guy from the Midwest. He values quality time with the people closest to him and is willing to occasionally try new things as long it is a unique opportunity that involves beer, friends, or sports. An introvert at heart, you won't always find Michael socializing at the bar, but he's always down to hang out with his friends or grab a drink with his coworkers after a long day.



By fusing together the **iconic imagery** of Chicago and NASCAR's **core branding**, our audience will be able to visualize the distinctiveness of the NASCAR Chicago Street Race experience. This approach will intrigue Gen Z into sharing the uniqueness of the race with their online communities and step out of their comfort zone.

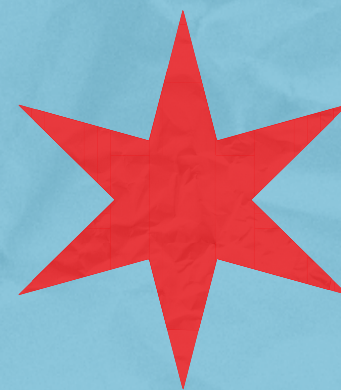
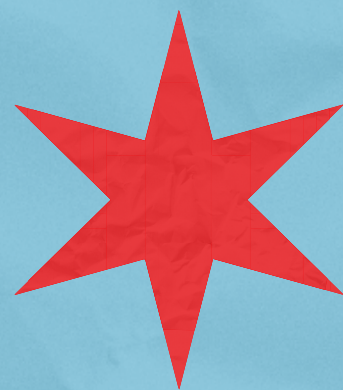
CREATIVE STRATEGY

MEDIA STRATEGY

Our media strategy consists of **paid, owned, earned, and shared** media that will allow Gen Z to engage with the exciting experiences of the NASCAR Chicago Street Race. Research tells us that our target audience is action seekers that prefer to utilize media platforms they can interact with and encourages connection on and offline. Knowing this, the media channels include **out-of-home advertisements, website banner ads, sponsored ads on social media, and partnership marketing.**



CREATIVE



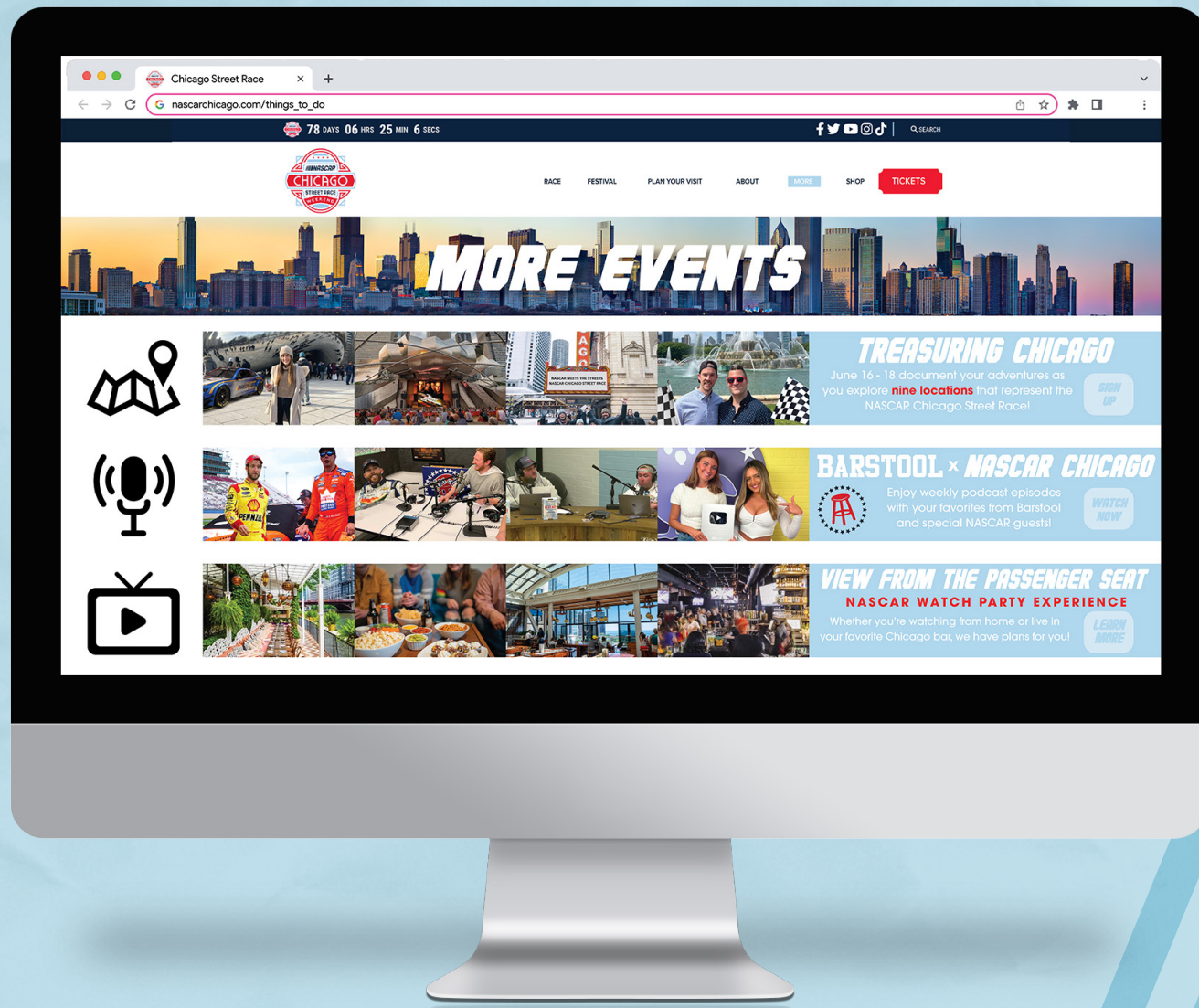
NASCAR Meets the Streets is at the center of our campaign. It highlights that for the first time ever NASCAR will meet the world of street racing. As NASCAR enters a new era it invites Generation Z to join them, and together they will explore the streets of Chicago. This concept will direct our audience to our landing page through which they will discover the various ways they can connect with NASCAR on and off the streets.

NASCAR MEETS THE STREETS

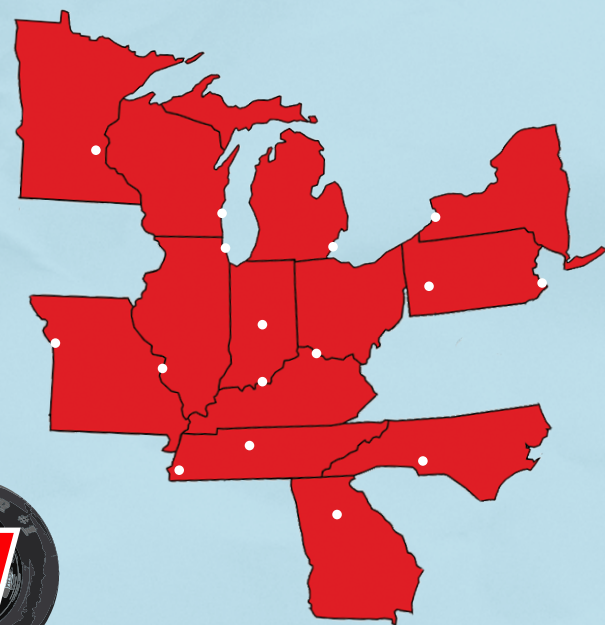


NASCAR MEETS THE STREETS

Our main promotional strategy aims to encourage Gen Z to directly interact with the NASCAR Chicago Street Race. All of our tactics will drive our audience to our **landing page**, where they be able to explore the unique opportunities of the NASCAR Chicago Street Race. Through interactivity and enticing social media promotions, NASCAR will showcase how it provides Gen Z with the entertaining and thrilling chance to step out of their comfort zone.



BILLBOARDS



We want to attract Gen Z audiences living in cities in these highly populated metropolitan areas.

Gen Z wants to be seen as individuals and have a **one-on-one relationship** with the companies they purchase from. By highlighting the NASCAR values of American spirit and tradition, it takes a personal approach by inviting the consumer to join NASCAR in traveling the streets of Chicago.



DRINK PACKAGING



Gen Z shoppers are **more likely than others** to purchase carbonated soft drinks and Gen Z consumed more diet soft drinks in 2021 than any other generation.

Beer dads are out and Gen Z spirits are in. Gen Z is **less likely to drink beer** and is the first generation to prefer spirits like tequila or vodka over beer.



BETTING ADS

Ads on BetMGM, DraftKings, and Barstool will not only direct attention toward the race but show an opportunity to bet on the race, therefore **driving up engagement** and **viewership** by having consumers watch the outcomes of their bets.



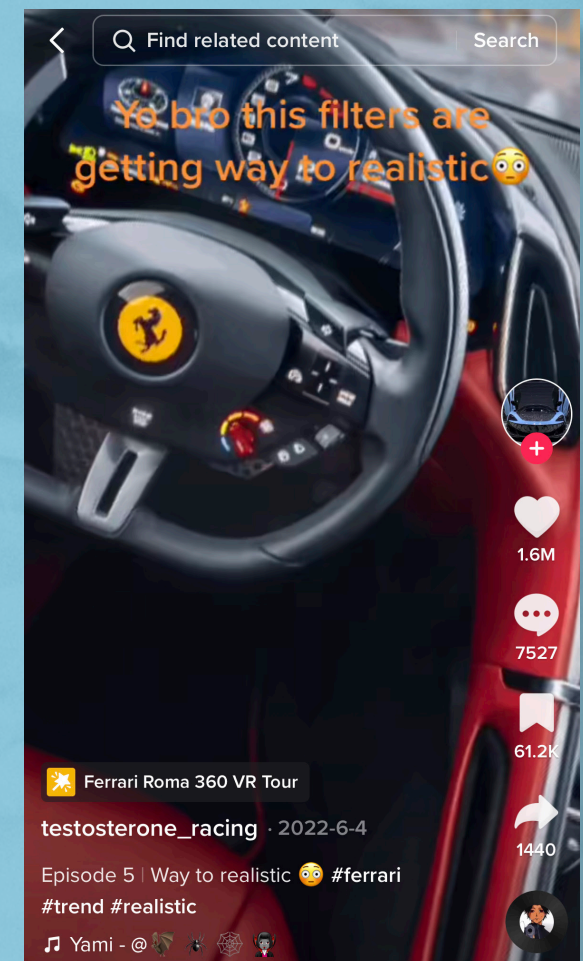
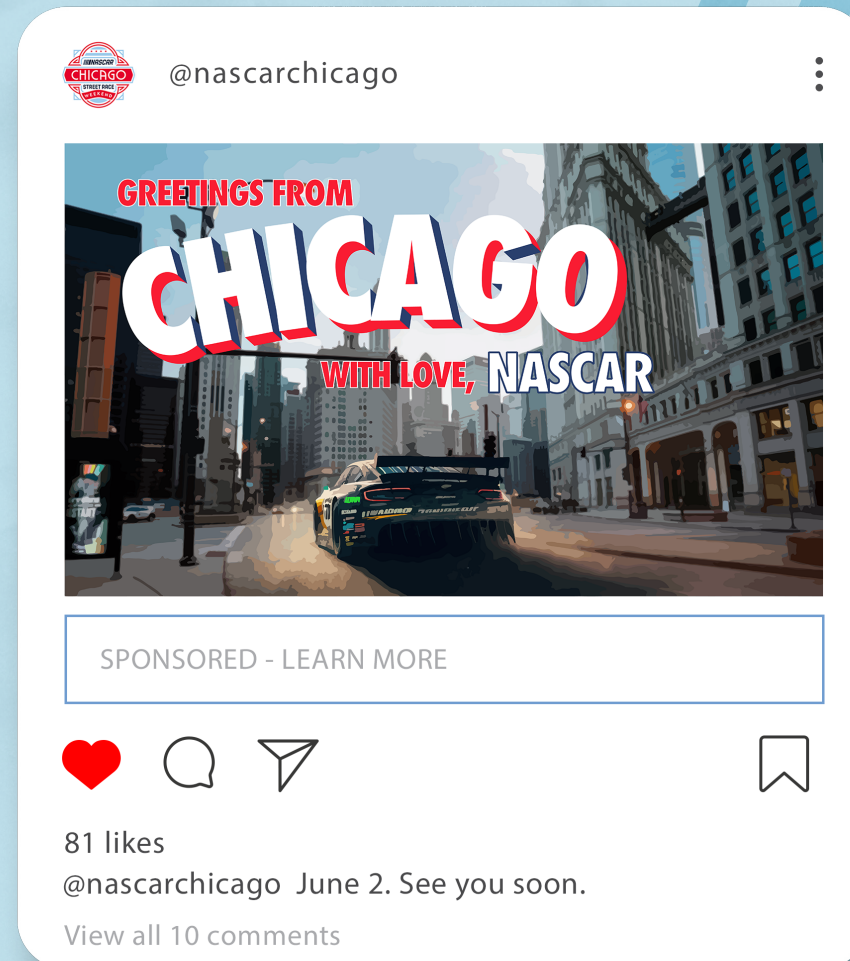
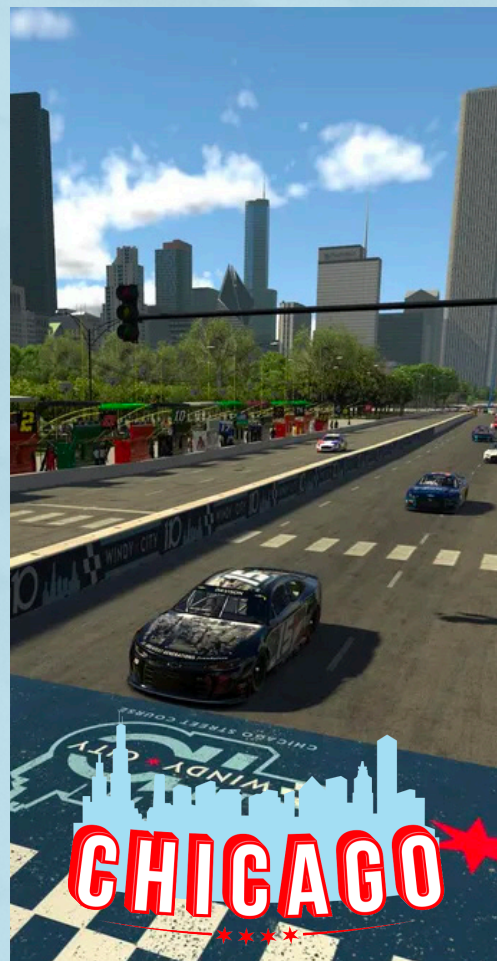
CTA ADVERTISEMENTS

Gen Z is attracted by the affordability of public transportation with nearly **52%** of young professionals in Chicago using the CTA weekly. In addition, the CTA wrap advertisements at high profile locations draws the attention of **97%** of Chicagoans during their daily commute before they make their spending decisions.



SOCIAL MEDIA PROMOTIONS

Boosted Instagram ads have an **overall effectiveness** score of **10.8%** among the purchasing habits of Gen Z viewers in comparison to scores of **1-2%** from their competitors. By allocating space to these ads as well as Snapchat Geofilters and TikTok filters, NASCAR will increase its social media presence among Gen Z users.

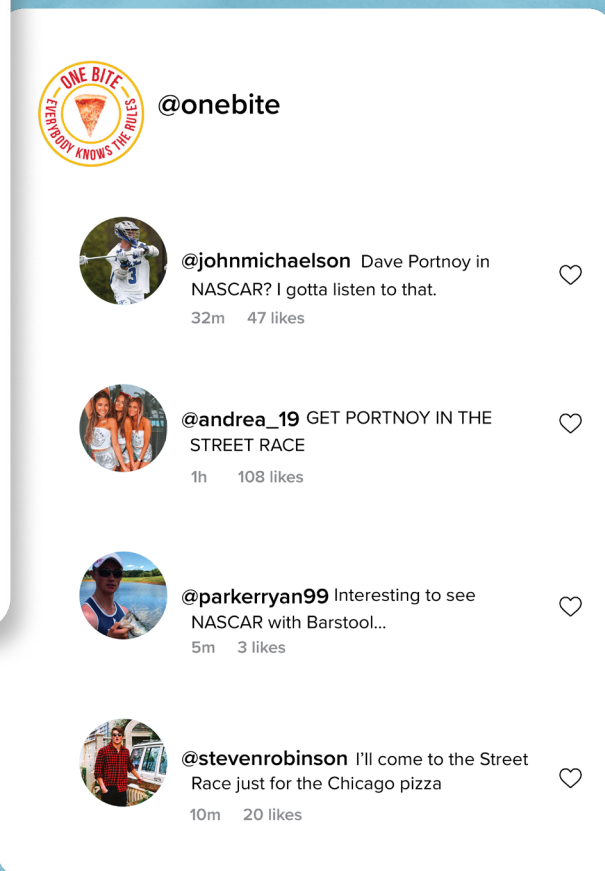


ALL GAS, NO BRAKES

BARSTOOL x NASCAR CHICAGO



Barstool Sports and the NASCAR Chicago Street Race will partner to create podcast episodes featuring NASCAR drivers and executives on **One Bite**, **Pardon My Take**, & **Chicks in the Office**. Through these podcasts that are already popular amongst Gen Z, our audience will gain an **in-depth knowledge** about the NASCAR Chicago Street Race weekend via an engaging channel.



ARIDE ALONGS

The Barstool podcast will feature **ride alongs** with the hosts and NASCAR driver Ryan Blaney to showcase the high-energy, fast-paced immersive experience that is NASCAR and serve as a preview of the Chicago Street Race. By collaborating with Barstool, the ride alongs will the uniqueness of NASCAR and generate earned media in addition to online buzz and discussion.



ONE BITE

Social media personality and founder of Barstool Sports Dave Portnoy boasts a following of 4.4 million combined online followers. Barstool has a highly loyal fan base, 30% of which are under 30 years old. 15% of college kids report visiting Barstool and Dave's page on a daily basis. Dave has generated a fan base that is split almost equally between male and female followers, and by having Dave in the partnership, NASCAR and Barstool audiences will cross-over and generate awareness and excitement for the race.



CHICKS IN THE OFFICE

Maria "Ria" Cuiffo and Francesa "Fran" Mariano have taken the Barstool brand by storm with their hit podcast, Chicks in the Office. Fran and Ria have interviewed high-profile celebrity personnel to speak about topics relevant to the average Gen Z woman. With over a million followers combined on various social platforms, Ria and Fran's influence pulls in a new group of female audiences that are essential to the success of the partnership.

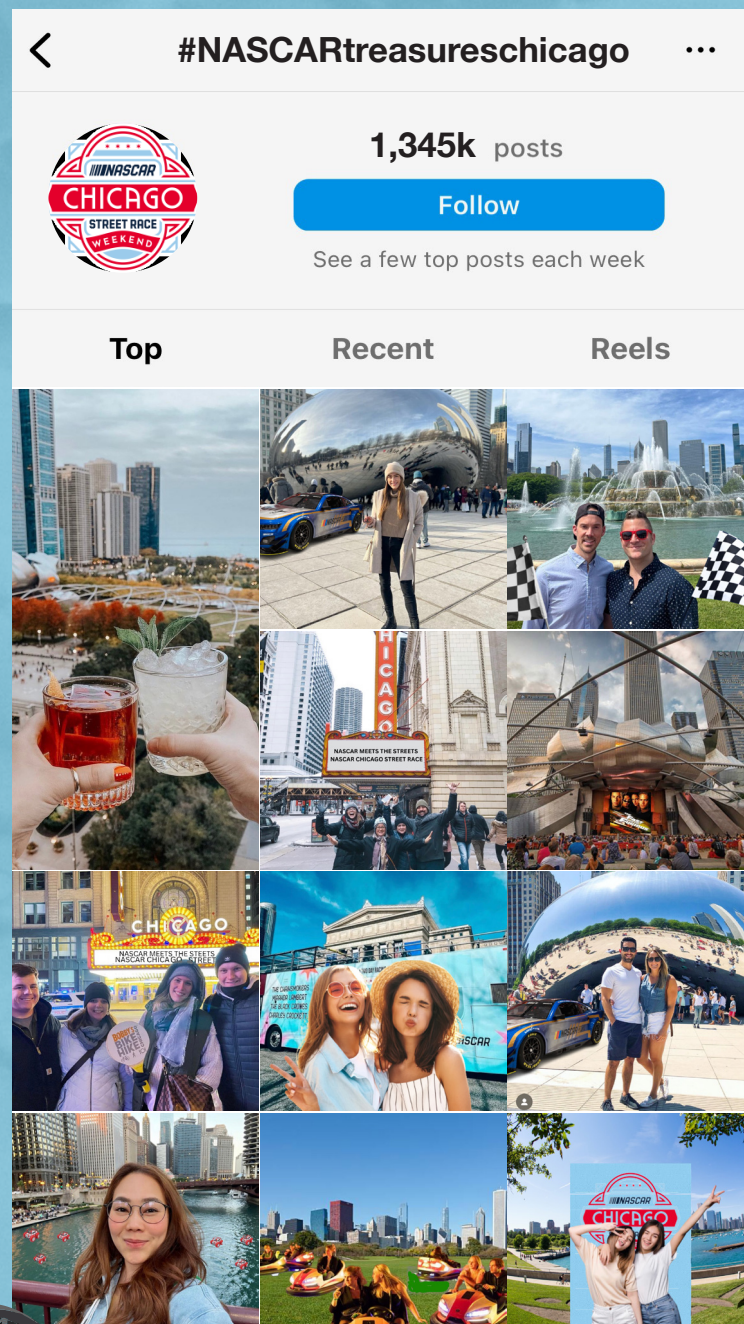


PARDON MY TAKE

Not only is Pardon My Take Barstool's most successful podcast but they are also one of the top sports podcasts in America. As they relocate to Chicago they have created a community within the Chicago sports world, that NASCAR can capitalize on. With over 1.6 million combined social media followers and their passion for delivering the loudest and most correct sports takes in the history of the spoken word, Pardon My Take offers the ideal channel to access our target audience.



TREASURING CHICAGO WITH NASCARTM



349 likes
@maryannjohnson We took a little drive over to Chicago this weekend. Had the best time exploring with [#NASCARTreasuresChicago](#). Can't wait to be back in July for the race!

[View all 23 comments](#)
5 DAYS AGO

Through the podcast appearances, drive along series, social media promotions and earned media, Chicago locals and weekend travelers will be encouraged to treasure Chicago with NASCAR. By signing up for the free treasure hunt online, participants would spend the weekend of June 16-18 documenting their adventures on Instagram as they explore nine locations that represent the NASCAR Chicago Street Race. Through the use of #NASCARTreasuresChicago, not only will participants be competing for tickets to the race but awareness of the race will increase through online conversations.



MAP LOCATIONS

Through combining **offline experiences** and **online interaction**, the treasure hunt provides the opportunity for Gen Z to immerse themselves in all things NASCAR Chicago street race.

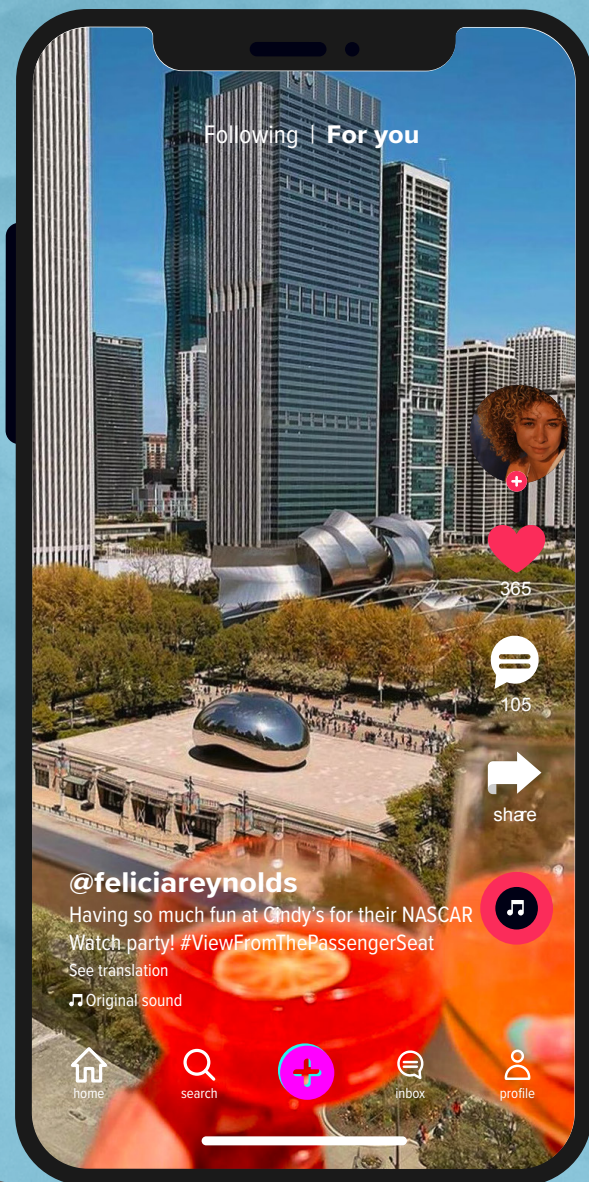
- ★ 1 BUCKINGHAM FOUNTAIN
- ★ 2 LAKEFRONT GREEN
- ★ 3 GRANT PARK
- ★ 4 CLOUDGATE (THE BEAN)
- ★ 5 CINDY'S ROOFTOP

- ★ 6 CHICAGO THEATER
- ★ 7 CHICAGO RIVER
- ★ 8 MAGGIE DALEY PARK
- ★ 9 JAY PRITZKER PAVILION



VIEW FROM THE PASSENGER SEAT

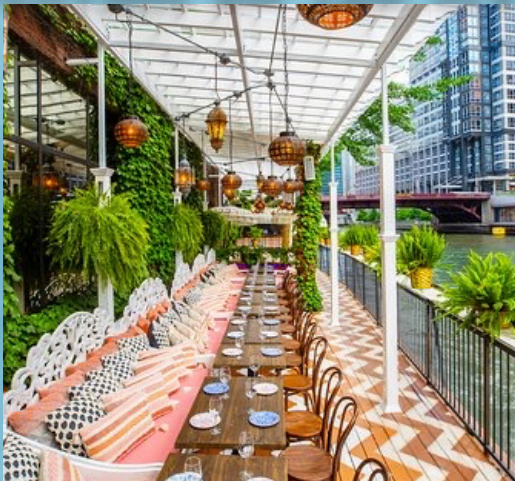
NASCAR WATCH PARTY EXPERIENCE



NASCAR will partner with local bars and restaurants in Chicago to host official watch parties on the day of the race. Tickets will be sold in advance and purchasers will be a part of a high-energy environment with food, specialty drinks from NASCAR sponsors, and live music. Fans can post their watch party experience on their Instagram stories for a chance to win tickets to the Coke Zero Sugar 400 race. Viewers at home can also post their watch-parties and participate in the giveaway.



BEATNIK ON THE RIVER



Named after the bohemian freethinkers of the 1950s and '60s, Beatnik On The River channels the beatnik generation's sense of style, aspiration and rebellion to create an exotic escape with maximalist interiors, lush gardens, ingredient-led cocktails and globally inspired cuisine.

Cindy's open-air terrace can be enjoyed all year round and boasts sweeping views of Millennium Park and beyond, giving way to the everchanging blues of Lake Michigan.

THEORY



Theory has a life of its own that matches the pulse of the River North neighborhood. Whether it's grabbing a bite to eat during your lunch break or a gathering with your friends for weekend brunch, we offer the perfect environment for all occasions. We pride ourselves on superior food, service and comfort, all while providing a great view from every seat in the house.

CINDY'S ROOFTOP



Chicago Street Race Watch Party Menu

CINDY'S ROOFTOP



Cocktails

- The Speed Racer**
Cabo Wabo Blanco Tequila, agave, passionfruit, strawberry, lime
- Down on the River**
Jack Daniel's, Coca Cola, orange bitters
- Busch Light Buckets and Towers**
Draft available upon request



Starters

- Oysters on the Half Shell**
Chef's Selection of Island Creek Oysters, White Balsamic Mignonette
- Chilaquiles**
Salsa Morita, Local Chorizo, Cotija, Queso Fresco, Escabeche, Farm Eggs
- Cindy's House Salad**
Baby Vegetable Crudité, Sourdough Crouton, Three Peppercorn Dressing, Parmesan



Main Course

- Potato Gnocchi**
Ramp & Stinging Nettle Pesto, Foraged Mushrooms, Asparagus, Green Bean, Cashew Cream, Parmigiano
- "Not So Secret" Secret Burger**
Butterkäse Cheese, Lettuce, Tomato, B&B Pickles, Cherry Bomb Aioli, Sesame Brioche, Fries
- Crabcake Sandwich**
Lump Crab, Soy Ginger Aioli, Pickled Radish, Cucumber, Jalapeño, Cilantro, Potato Bun, Fries

CHICAGO STREET RACE
WATCH PARTY

CINDY'S ROOFTOP

JULY 2, 2023

12 S MICHIGAN AVE

\$75/PERSON

DOORS OPEN AT 10AM

www.cindysrooftop.com



TIMELINE



EVALUATION

NASCAR MEETS THE STREETS

Increasing engagement across all NASCAR social media platforms by 500% and achieve 20,000 website impressions by the end of the campaign. The Legacy Group will measure the success of NASCAR Meets the Streets by monitoring the traffic that the landing page receives. The NASCAR Meets the Streets landing page will also track where the redirects to the page come from, whether it be a specific QR code, a banner click-through, or stated referral type.

TREASURING CHICAGO WITH NASCAR

Achieve 1,000 uses of #NASCARTreasuresChicago and 10 published stories by news outlets. The success of these objectives will be determined in two ways: calculating the number of hashtags used and monitoring stories published by local and national media.

VIEW FROM THE PASSENGER SEAT

Sell 300 tickets to the official watch parties and have 1,000 entries into the social media contest. This will be evaluated through the number of tickets bought on the landing page and the number of times #Viewfromthepassengerseat is used across TikTok and Instagram.

BARSTOOL X NASCAR

PODCASTS

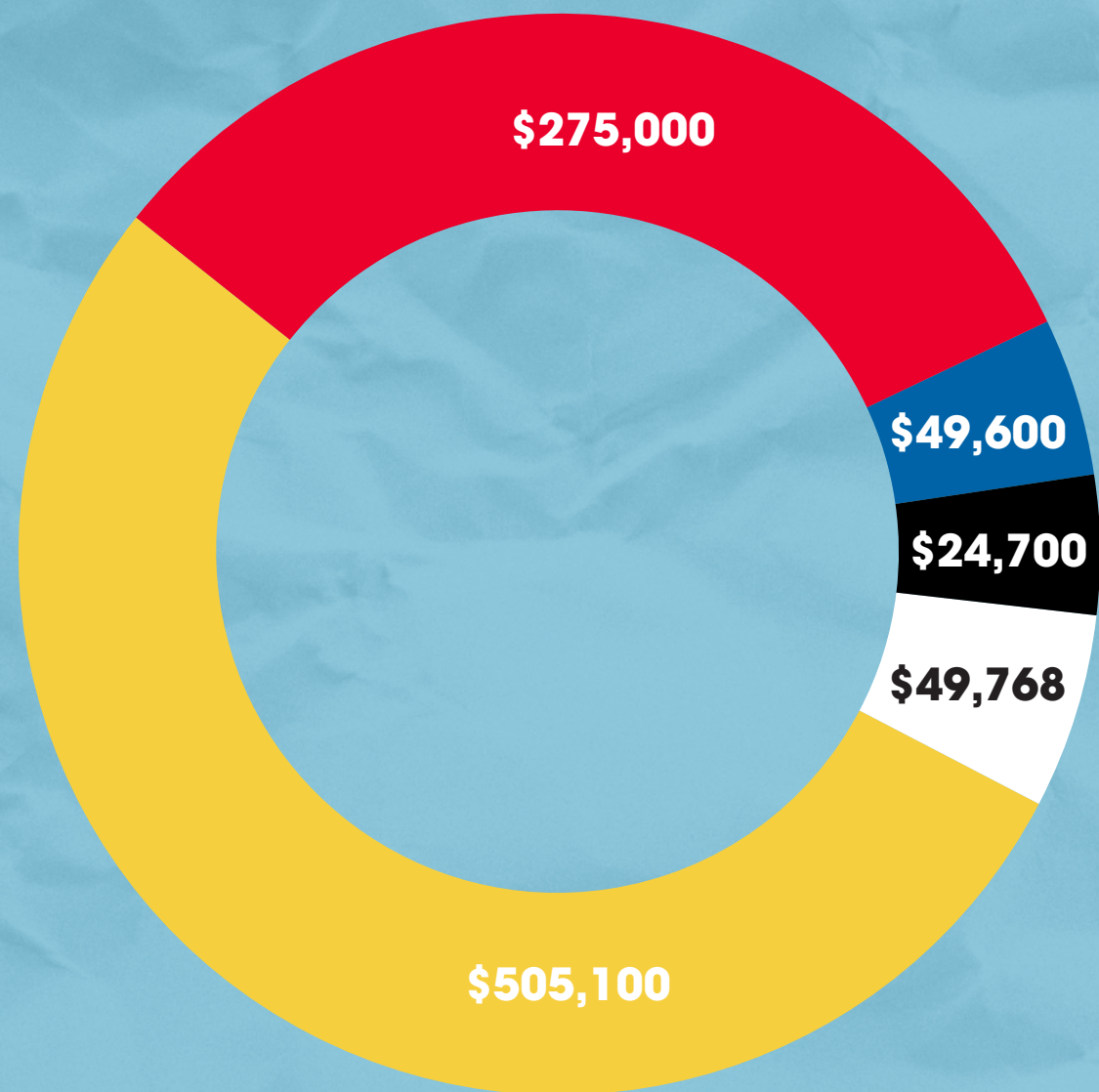
Increase engagement on social media by 20% and generate 1,000 landing page visits within 24 hours of the release of each episode. This will be determined through monitoring how many impressions the landing page receives and spikes of interaction with social media platforms immediately following the release of the podcasts.

RIDEALONGS

Achieve 500 video shares and to increase followers by 300% on NASCAR's Instagram and TikTok accounts. Using preexisting social media analytics, we will monitor new views, likes, shares, follows and click-through rates to the "NASCAR Meets The Streets" landing page.



BUDGET



56.04%

MEDIA COSTS

31.52%

EQUIPMENT & FACILITIES

5.23%

MATERIALS

5.17%

PERSONNEL

2.04%

ADMINISTRATIVE COSTS

TOTAL: \$901,168



APPENDIX



WATCH PARTY TICKETS



FOR IMMEDIATE RELEASE:

May 16, 2023

MEDIA ADVISORY

NASCAR To Hold Treasure Hunt in Downtown Chicago

WHO: NASCAR invites Chicago locals and weekend travelers to treasure Chicago with NASCAR.

WHAT: In teams of 2-4, treasure hunt participants will explore nine locations that represent the NASCAR Chicago Street Race. The teams will compete for tickets to the NASCAR Chicago Street Race by documenting their adventures on Instagram with #NASCARTreasuresChicago.

WHY: NASCAR is hosting a free treasure hunt to raise awareness and garner excitement for the NASCAR Chicago Street Race.

WHEN: Friday, June 16 2023 at 11 a.m. CT

WHERE: Join us at Buckingham Fountain to kick off the treasure hunt.










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Brent Gambill
Senior Director, Track Communications
NASCAR
bgambill@nascar.com

###

Media Advisory



MAP LOCATIONS

-  **BUCKINGHAM FOUNTAIN** Signal the countdown to the Chicago street race with checkered flags at **Buckingham Fountain**
-  **LAKEFRONT GREEN** Strike a pose at **Lakefront Green** while enjoying the tunes of Miranda Lambert, the Chainsmokers, Charley Croket and the Black Crowes
-  **GRANT PARK** Pick up NASCAR Chicago Street Race merch from the big blue bus parked out front of **Grant Park**
-  **CLOUDGATE (THE BEAN)** Admire as NASCAR and **Cloud Gate** unite
-  **CINDY'S ROOFTOP** Stop by **Cindy's Rooftop** for a NASCAR specialty cocktail
-  **CHICAGO THEATER** Photo op in front of the **Chicago Theater** marquee reading "NASCAR Chicago Street Race. July 1-2"
-  **CHICAGO RIVER** Race through the **Chicago River** with motorized toy aquatic cars
-  **MAGGIE DALEY PARK** Compete in a game bumper cars at **Maggie Daley Park**
-  **JAY PRITZKER PAVILION** Snuggle up with NASCAR at **Pritzker Pavilion** at Millennium Park for doubles features of films like Fast and the Furious Friday and Saturday night.



COMPREHENSIVE TIMELINE

WEEK 1

MAY 29:

- Landing page goes live
- CTA is wrapped
- Internal CTA ads placed
- Banner ads on betting sites placed
- Alcohol packaging ads placed
- Boosted instagram ads begin

WEEK 2

JUNE 6:

- Launch podcast
- Billboards go up

JUNE 7:

- Launch drivealong

JUNE 9:

- Ticket sales for Watch Parties begin

WEEK 3

JUNE 13:

- Second podcast episode

JUNE 14:

- Second drivealong episode

JUNE 16:

- Tik Tok filter launched
- Snapchat geofilter begins
- First day of Treasure Hunt

WEEK 4

JUNE 18:

- Final day of Treasure Hunt

JUNE 20:

- Final podcast episode

JUNE 21:

- Final drivealong episode

JUNE 24:

- Treasure Hunt winner announced

WEEK 5

JUNE 30:

- Fans receive watch party boxes

JULY 1:

- Treasure Hunt winner featured on IG

JULY 2:

- Watch Parties

JULY 7:

- Watch Party winner announced



COMPREHENSIVE BUDGET

Category	Cost per Unit		Quantity	Subtotal
Materials				
Toy Boats for Treasure Hunt	\$50		50	\$2,500
Merch for Treasure Hunt Participants	\$20		1000	\$20,000
Incentives for at Home Watch Parties Participants	\$75		250	\$18,750
Prizes for Watch Parties (VIP Tickets to Coca-Cola 400)	\$895		5	\$4,475
Flags for Treasure Hunt	\$5		15	\$75
Backdrop for Treasure Hunt	\$500		1	\$500
Prizes for Treasure Hunt (Premium Tickets to Street Race)	\$867		4	\$3,468
Subtotal				\$49,768
Media Costs				
Billboards for Four Weeks in Chicago	\$3,500		5	\$17,500
Billboards for Four Weeks in Detroit	\$1,700		5	\$8,500
Billboards for Four Weeks in Minneapolis	\$2,000		5	\$10,000
Billboards for Four Weeks in Indianapolis	\$1,800		5	\$9,000
Billboards for Four Weeks in Cincinnati	\$2,900		5	\$14,500
Billboards for Four Weeks in Nashville	\$2,300		3	\$6,900
Billboards for Four Weeks in Louisville	\$2,400		3	\$7,200
Billboards for Four Weeks in Atlanta	\$3,300		3	\$9,900
Billboards for Four Weeks in St. Louis	\$1,500		5	\$7,500
Billboards for Four Weeks in Pittsburg	\$2,800		3	\$8,400
Billboards for Four Weeks in Philadelphia	\$2,700		3	\$8,100
Billboards for Four Weeks in Charlotte	\$2,500		3	\$7,500
Billboards for Four Weeks in Buffalo	\$3,100		3	\$9,300
Billboards for Four Weeks in Memphis	\$2,400		3	\$7,200
Billboards for Four Weeks in Milwaukee	\$2,100		5	\$10,500
Billboards for Four Weeks in Kansas City	\$2,700		3	\$8,100
Drink Packaging Ads				\$80,000
Exterior CTA Wraps				\$50,000
Internal CTA Ads				\$30,000
Barstool Partnership Promotions				\$15,000
Betting Ad Placement				50,000
Social Media Ads				\$125,000
Snapchat Geofilter				\$5,000
Subtotal				\$505,100

Category	Cost per Unit (CPU)	Hours per day	Number of days	Quantity	Subtotal
Personnel					
Event crew for Treasure Hunt	20	6	3	60	21,600
Two Social Media Interns					25,000
Subtotal					46,600
Equipment & Facilities					
NASCAR Car For Ride Along & Treasure Hunt	\$10,000			1	\$10,000
Additional Filming Equipment for Ridealong					\$15,000
Rented Driving Track	\$15,000			1	\$15,000
Rent the CTA Blue Bus for Treasure Hunt	\$5,000			3	\$15,000
Movie Rights for Treasure Hunt	\$2,000			5	\$10,000
River Rental for Treasure Hunt	\$5,000			3	\$15,000
Cloud Gate Rental for Treasure Hunt	\$10,000			3	\$30,000
Marquee Rental at Chicago Theater for Treasure Hunt					\$10,000
Bumper Cars Rental	\$50,000			1	\$50,000
Watch Parties Equipment, Decor & Supplies	\$10,000			3	\$30,000
Park Rentals for Treasure Hunt					\$75,000
Subtotal					\$275,000
Administrative Costs					
Hotels for Ride Along	\$600			20	12,000
Transportation for Ride Along					\$2,700
Flights for Ride Along	\$1,000			10	\$10,000
Subtotal					\$24,700

