

NASCAR PROJECT

Project Description

The National Association for Stock Car Auto Racing (NASCAR) is the largest sanctioning body of motor sports in the U.S.A. The three largest racing series sanctioned by NASCAR are the NEXTEL Cup, the Busch Series and the Craftsman Truck Series. NASCAR has made a name for itself in the sports marketing world for their incredible success attracting and maintaining multi-million dollar sponsorship agreements with corporations pushing a wide variety of consumer products.

What makes NASCAR such a valuable platform for sponsors? For starters, (according to Wikipedia), 17 of the top 20 attended sporting events in America are NASCAR events. Additionally, 75 million fans purchase over \$2 billion in annual licensed product sales. These fans are considered the most brand-loyal in all of sports, and as a result, Fortune 500 companies sponsor NASCAR more than any other sport.

As a part of NASCAR sponsorship arrangements, each individual race car features corporate logos displayed in prominent positions to maximize visibility at the track, on television and via any other marketing platform available to the driver.

You are to assume the role of a business manager working for a NASCAR sanctioned racing team. Determine a sponsorship strategy that will maximize the revenue your racing team can generate through sponsorship sales.

Project Requirements

1. Determine how much you will charge a potential sponsor for logo placement on your race car (rate card).
2. Decide how many companies you will offer advertising space to (define inventory).
3. Using the template on page two, color your car using whatever theme you want. Be sure to include a number on your car.
4. Consider how your color arrangement and theme will impact additional race team marketing efforts, including branding, merchandising and publicity.
5. Be prepared to discuss **why** you made the decisions you did from a marketing perspective. Support your answers with specific business and marketing concepts you have studied in class.
6. Why do you think it is important to include a number in your car design?
7. As a class, vote on your favorite car design. The winning marketing team will receive extra credit!