

# FAST FACTS

The NMRA Ford Nationals features eight events around the U.S. each season. As the #1 All-Ford motorsport show in the U.S., the NMRA has the most racers, fans and sponsors. NMRA racers compete for the largest all-cash contingency program in Ford Racing—over \$4,000,000! Every NMRA event is featured in *5.0 Mustang & Super Fords* magazine, *Muscle Mustangs & Fast Fords*, and *Race Pages*, the NMRA's own in-house publication.

## Event Attendance and Participation

The NMRA Ford Nationals attracts the most blue oval spectators and racers through aggressive promotion and solid rules.

- Average Spectators Per Event . . . . .13,525
- Average Race Cars . . . . .389
- Average Show Cars Per Event . . . . .251
- Average Vendors Per Event . . . . .45

## Spectator Demographics

NMRA fans are quality consumers that actually support the performance aftermarket and represent hundreds of millions of dollars in parts sales annually.

- Male/Female . . . . .76% Male / 24% Female
- Average Age . . . . .35.5 Years Old
- Household Income More Than \$75K/Year . . . . .34%
- Average Household Income . . . . . \$54,700 Per Year
- Races Attended Per Year . . . . .9.6

## NMRA's Family of Sponsors

The NMRA has the most sponsors because the series provides strong value and access to quality racers and fans for an affordable price. The following are just a few of the NMRA's major sponsors:

- Keystone Automotive
- Roush Performance
- Edelbrock
- Nitto Tire
- DiabloSport
- Vortech
- Ford Racing
- ProCharger
- Steeda
- BFGoodrich Tires
- MSD Ignition
- Tremec
- Mickey Thompson
- Toyo Tires
- VP Racing Fuel
- ACT Clutch
- UPR Products

## National Event Coverage

The NMRA has developed strong editorial relationships with major media outlets that reach many millions of qualified Ford motorsport enthusiasts.

- Power TV Network . . . . .137,000 Viewers
- 5.0 Mustang & Super Fords . . . . .83,000 Circulation
- Muscle Mustangs . . . . .83,000 Circulation
- Race Pages . . . . .25,000 Per Issue
- NMRADigital.com . . . . .52,252 Visitors Per Month

## NMRA Series Promotion

The NMRA became the #1 All-Ford motorsport show through aggressive series promotion designed to attract both fans and participants.

- **National Magazine Advertising:** The NMRA advertises the series schedule and individual events in *5.0 Mustang & Super Fords*, *Muscle Mustangs & Fast Fords*, *Mustang Times* and *Race Pages*.
- **Radio Advertising:** The NMRA purchases radio advertising in most markets on the top-5 radio stations.
- **Dealer Promotion:** The NMRA places point-of-purchase displays with all speed and performance shops in each region of an NMRA event.
- **Direct Mail:** The NMRA sends direct mail event flyers for every event to the NMRA's mail list and the race track's mail list.
- **Guerilla Marketing:** The NMRA distributes flyers at speed shops, automotive shops, regional car shows, swap meets and specialty events to cross-promote each event.
- **Yearly Series Poster:** The NMRA produces a full-size event series poster that is bound into the May issue of *Race Pages* each year.

## NMRA Contingency Program

The NMRA has the largest all-cash contingency program in Ford racing with over 80 participating brands. This program has been developed over the past ten years by providing a strong value to our sponsors and assurance that our contingency checking and reporting system is accurate and honest. NMRA's image program provides high-resolution racer photography free of charge to all NMRA sponsors.

## Media Partners

