



FAST FACTS

The National Muscle Car Association (NMCA) is the oldest and most recognized muscle car organization in the U.S. The NMCA Muscle Car Nationals features six national events each season. As the #1 muscle car motorsport show, the NMCA has the most racers, fans and sponsors. NMCA racers compete for the largest all-cash contingency program in domestic street-legal drag racing—over \$3,500,000! Every NMCA event is featured in Fastest Street Car, the NMCA's own in-house publication, NMCAdigital.com, and in other national magazines and websites.



EVENT ATTENDANCE & PARTICIPATION

The NMCA Muscle Car Nationals attracts the most muscle car spectators and racers through aggressive promotion and solid rules.

- Average Spectator Attendance Per Event16,592
• Average Race Cars Per Event507
• Average Show Cars Per Event229
• Average Vendors Per Event34

SPECTATOR DEMOGRAPHICS

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

- Male/Female79% Male / 21% Female
• Average Age37.5 Years
• Household Income More Than \$75K/Year37%
• Average Household Income\$53,500 Per Year
• Races Attended Per Year8.6

NMCA'S FAMILY OF SPONSORS

The NMCA 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 NMCA's major sponsors:

- Edelbrock
• Keystone Automotive
• Nitto Tire
• Chevrolet Performance
• Vortech Superchargers
• Comp Cams
• EATON
• MSD Ignition
• Ford Performance
• VP Racing Fuels
• Mickey Thompson
• ProCharger
• Holley
• Aerospace Components
• Proform
• Honeywell Garrett
• Dodge
• Mopar

MEDIA SUPPORTERS



NATIONAL EVENT COVERAGE

The NMCA has developed strong editorial relationships with major media outlets that reach many millions of qualified muscle car motorsport enthusiasts.

Below are four examples of media reach:

- Fastest Street Car70,000+ Readers/Issue
• SpeedVideo500,000+ Per Event
• RacePagesDigital.com50,000+ Visitors Month
• NMCA Facebook Unique Fans52,000+ Fans
• NMCAdigital.com50,000+ Visitors Month

NMCA SERIES PROMOTION

The NMCA became the #1 muscle car motorsport show through aggressive series promotion designed to attract both fans and participants.

- Digital Promotion: NMCA aggressively promotes each series event through Facebook, Instagram & direct e-mail marketing, while leveraging racetrack, sponsor, and media partner relationships for maximum exposure.
• Radio Advertising: The NMCA purchases radio advertising in many markets on the top tier radio stations.
• Dealer Promotion: The NMCA places point-of-purchase displays with all speed and performance shops in each region of an NMCA event.
• Direct Mail: The NMCA sends direct mail event flyers for every event to the NMCA's mail list and the race track's mail list.
• Guerilla Marketing: The NMCA distributes flyers at speed shops, automotive shops, regional car shows, swap meets and specialty events to cross-promote each event.
• Yearly Series Poster: The NMCA produces a full-size series poster that is bound into the May issue of Fastest Street Car each year.

NMCA CONTINGENCY PROGRAM

The NMCA has the largest all-cash contingency program in all-domestic street car drag racing with over 65 participating brands. This program has been developed over the past six years by providing a strong value to our sponsors and assurance that our contingency checking and reporting system is accurate and honest. NMCA's image program provides high-resolution racer photography free of charge to all NMCA sponsors.