



FAST FACTS

The NMRA Ford Nationals features six 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 on Race Pages Digital, NMRAdigital.com, and in Fastest Street Car, the NMRA's own in-house publication.



EVENT ATTENDANCE & PARTICIPATION

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

- Average Spectator Attendance Per Event17,571
• Average Race Cars Per Event493
• Average Show Cars Per Event311
• Average Vendors Per Event46

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/Female76% Male / 24% Female
• Average Age35.5 Years Old
• Household Income More Than \$75K/Year34%
• Average Household Income\$54,700 Per Year
• Races Attended Per Year9.6

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:

- Ford Performance
• ROUSH Performance
• Edelbrock
• Nitto Tire
• Holley
• Vortech Superchargers
• ProCharger
• Steeda
• Miller Welders
• MSD Ignition
• TREMEC
• Mickey Thompson
• VP Racing Fuels
• Aerospace Components
• UPR Products

MEDIA SUPPORTERS



NATIONAL EVENT COVERAGE

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

- Fastest Street Car70,000+ Readers/Issue
• SpeedVideo500,000+ Per Event
• RacePagesDigital.com50,000+ Per Month
• NMRA Facebook Different Fans72,000+ Fans
• NMRAdigital.com50,000+ Visitors Month

NMRA SERIES PROMOTION

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

- Digital Promotion: NMRA 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 NMRA purchases radio advertising in many markets on the top tier.
• 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 Fastest Street Car 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 fourteen 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.